## The Inland Orinter for Christmas'13



Chicago Dew York

Volume 52. Jumber 3 ~ Price 30 Cents

A \$10.00 VIOLIN is good enough For the average fiddler; But an artist must have an instrument That will meet his every demand.

'Tis just so with inks.

Compel attention to your printing
By using
Doubletone Inks and Ullmanines,
For they alone of all printing inks
Respond to artistic treatment
And express your individuality.

ALL THE ULLMANINES AND A MAJORITY OF THE DOUBLETONE INKS CAN, AS A RULE, BE RUN WITHOUT SLIP-SHEETING.



### Sigmund Ullman Co.

New York Chicago Cleveland Cincinnati

Philadelphia



Listen to this!

"How do you expect us to print with this axle grease?"
"That isn't axle grease. It is good printing ink made to print on printable paper.

(Notice the log. It represents anticipated profits.)
"The paper is all right. The trouble is you are trying to run the job too fast and your ink is poor. You should use special ink to meet the conditions, etc., etc."

(See the old man working. Soon he will be finished.)

You have heard of wrangles like this where the pressman, ink man, paper man and printing salesman blamed each other for something that went wrong, and all positive their argument was right. The disastrous part of it is that while this is going on, Father Time gets in his work; profit figured on the job vanishes, and the printer is very fortunate if he does

not eventually have to dig down into his own jeans after the order is completed.

No printer ever foresees trouble on a printing order and puts in his figures accordingly. If he did, his competitors would send him floral donations. It takes greater ability to print on certain book papers, especially coated papers, than on other kinds, and just so it takes long years of experience and specialized study, say nothing of equipment and mill location, to produce book papers that are right.

Printers who are buying book papers of us have found that they have greater success with them than with others. The average quality of our product is more uniform. Our papers machine and special pinish
BOOK PAPERS
"Warren's" Artogravure
Dresden Pamphlet
Coventry Antique Finish Laid
Classic Egg Shell
Exmoor Laid
Star English Finish
"Warren's" Cumberland
Wawasa Machine Finish
Special Machine Finish
Novel Tint
Music
inted on an print better under average conditions and therefore are an important element in conducting a printing plant for profit.

Following is the list of "Butler Brands" of Book Papers:

#### COATED BOOK PAPERS

- "Warren's" Cameo Plate Coated "Warren's" Superfine Coated
- "Warren's" Lustro Coated
- \*Snowflake Enameled
- "Warren's" Cumberland Coated
- Litho. Coated
- Coated Label Duchess Colored Enameled

#### SUPER-CALENDERED BOOK PAPERS

- "Warren's" Printone Extra S. & S. C. Lithograph
- Casco Plate Super
- "Warren's" Cumberland S. &. S. C.
- "B. M." S. & S. C.
- Bengal S. & S. C.
- Colored S. & S. C.

You have probably heard of most if not all of these papers, but have you ever printed on any of them? If not, you owe it to yourself to learn what the advantages are. The products of S. D. Warren & Co. are known throughout the bookpaper world for their intrinsic merit. They save time and expense in the press room because they are made to meet the average

conditions in the average plant and they are printworthy if ever paper was.

Do yourself the favor of getting our samples and prices. Let us demonstrate that you will increase your profits and make stanch friends by using "Butler Brands."

DISTRIBUTORS OF "BUTLER BRANDS" DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO. Milwaukee, Wisconsin MISSOURI-INTERSTATE PAPER CO. Kansas City, Missouri SOUTHWESTERN PAPER CO. Dallas, Texas SOUTHWESTERN PAPER CO. Dallas, Texas PACIFIC COAST PAPER CO. San Francisco, California MISSISSIPI VALLEY PAPER CO. St. Louis, Missouri SIERRA PAPER CO. Los Angeles, California COMMERCIAL PAPER CO. New York City CENTRAL MICHIGAN PAPER CO. Grand Rapids, Michigan MUTUAL PAPER CO. Seattle, Washington MUTUAL PAPER CO. Seattle, Washington AMERICAN TYPE FOUNDERS CO. Spokane, Washington NATIONAL PAPER & TYPE CO. (Export Only) New York City NATIONAL PAPER & TYPE CO. City of Mexico, Mexico NATIONAL PAPER & TYPE CO. City of Mexico, Mexico NATIONAL PAPER & TYPE CO. Havana, Cuba



### Use Your Buying Power

ON'T purchase bonds and writings in small lots through your jobber. That places you on the same level with your small, irresponsible competitors. Use your buying power. Get the prices and the service to which you are entitled. Buy in case lots, but buy bonds and writings sold *only* in case lots. Then you get real value.

You can save money by purchasing bonds and writings on our economical plan. We ship only in case lots of 500 lbs. or more at a time. This saves the jobber's profit and handling expense. Case lots, remember—but any case may be assorted as desired from the numerous grades, sizes, weights, colors and finishes of our entire line. Immediate shipments from large warehouse stocks.

Many of our grades are made on machines which run only the one grade, from one year's end to the other, with crews that don't know any other grade. This assures wonderful uniformity and utmost economy in manufacture.

RITE for our new, complete sample-book and let us put you on the mailing list for our famous house organ, Wroe's Writings. Take advantage of your buying power. Investigate the service and prices to which your buying power entitles you.

### W. E. Wroe & Co. Sales Office, 1012 So. Michigan Avenue, CHICAGO

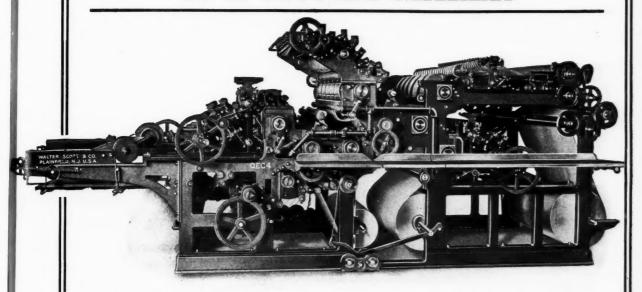
We carry a wide variety of grades in an unusual number of colors, sizes and weights. Prices from 6 to 20 cents. Immediate shipment from warehouse stocks.

### CONSTRUCTION



The highest-class printers, lithographers and engravers in the 180 principal cities in the United States and Canada are now buying from us and enthusiastically pushing our nationally advertised brand, Construction Bond, 13 cents a pound. We are seeking other high-class accounts on this grade in cities where it is not represented.

## THE SCOTT All-Size Rotary Press IS A MONEY-MAKER



#### A NEW YORK PRINTER

evidently has not scanned the advertisements of Walter Scott & Company in the trade papers, as a short time ago he was very much surprised to learn that there was such a machine as a

### SCOTT ALL-SIZE ROTARY WEB PRESS

and also surprised to know that there was a machine on the market that cut off any length of sheet and printed same on one or both sides at a speed up to six thousand per hour, delivering the product flat on an automatically lowering delivery table, ready for the paper cutter or folding machine.

#### YET IT IS A FACT

that in New York City there is a Scott All-Size Rotary Web Press in operation that ran for three years, twenty-four hours a day, the only time it stopped being to change the plates or wash up the machine, and the proprietor of the machine states that it is one of the best money-makers now in his establishment.

#### IT IS POSSIBLE THAT YOU

are not thoroughly familiar with the Scott All-Size Rotary Web Press, and what it does, and we will briefly state to you that this machine cuts off ninety different lengths of sheets from 20 to 46 inches, and any width of paper can be used on the machine up to 70 inches. The speed of this machine varies according to the class of work, but you can do as good work on this machine as can be printed on any rotary press under the same conditions, as to paper, ink and pressman. It is also built to print an extra color on one or both sides of the sheet, if desired.

WILL IT NOT PAY YOU to investigate the merits of this machine? Install one, seek long runs of presswork, and you will become prosperous. Send for our descriptive catalogue. Send for our salesman; he will be pleased to confer with you.

WHY NOT INSTALL ONE NOW?

### WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY

NEW YORK, 1 Madison Avenue

CHICAGO, Monadnock Block

### COMPOSING-ROOM

WOOD CONSTRUCTION

Every printer knows that material is cheaper than labor. With material there is only the first cost involved; the labor cost is continuous. The successful printer is the one that not only knows this but is ready to put his knowledge to practical use.

We continually strive to reduce the cost of manufacture in our own plant and to design and produce furniture for printers that will reduce costs of

printing through improved efficiency and a saving in floor space.

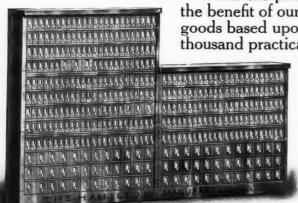
When the printer buys Hamilton furniture he gets the benefit of our thirty years' experience and a line of goods based upon the requirements of more than fifty thousand practical working printers. These goods are

> made of wood or pressed steel construction, whichever customer

prefers.

Many of these improved efficiency articles of furniture for the editorial, composing and press room departments are being shown in our advertisements. Watch this space for more moneymaking ideas.

Send for new catalogue showing new unit system for newspaper equipments in steel construction. This hand-some catalogue has just come from the press.



Hamilton Steel Unit Sort Cabinet No. 461

This Cabinet provides a means for storing sorts in a convenient and systematic way. Additional units can be added from time to time as required. It is a durable, sanitary Cabinet occupying little space. It can be placed against a wall or arranged double-faced on the floor, with units placed back to back. The removable unit drawers are in two sizes, holding approximately 2 lbs. 10 oz. and 6 lbs. 3 oz. of type. Each fitted with a label-holder pull. Send for complete descriptive circular and ask the supply man for information.

This sectional Sort Cabinet can be supplied in wood on order.

#### RECENT INSTALLATIONS

Examiner, Los Angeles.—Steel composing-room outfit; four carloads. Sold through the American Type Founders Co., Los Angeles branch.

The Herald, Calgary, Alberta, Canada.—Composing-room outfit, wood and steel construction. Sold through Miller & Richard, Winnipes.

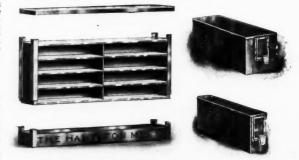
The Times, Asbury Park, N. J.—Steel composing-room outfit. Sold through the American Type Founders Co., New York city branch.

Public Ledger, Philadelphia, Pa.—Complete composing-room outfit; two carloads, wood construction. Sold through American Type Founders Co., Philadelphia branch.

Daily News, St. Paul, Minn.—through the C. I. Johnson Mfg. Co. - Steel composing-room outfit. Sold

Daily News, Dayton, Ohio.—Steel composing-room outfit. Sold through American Type Founders Co., Cincinnati, Ohio.

Southam Press, Toronto, Ont., Canada.—Wood composing-room outfit. Sold through Toronto Type Foundry Co.



Sectional Parts of Unit Sort Cabinet No. 461

The above illustrations show the parts in all-steel construction. There are three cabinet units—the holding frame, cap and base, and two sort-drawer units—five parts in all, which, combined, make up the complete Cabinet as shown in the upper illustration on this page.

### THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT Miller & Richard, Canadian Agents, Toronto, Winnipeg John Haddon & Co., Agents, London.

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C. National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

### Babcock's New Optimus

### Latest Two-Revolution Pony a Marvel of Efficiency and Handiness

This is not the pony two-revolution you know: it is better than any you have heard of.

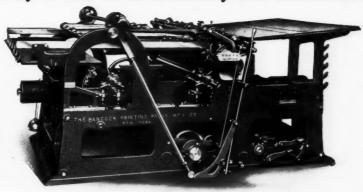
It is the biggest small machine offered today, and one year old-one year of all-around work in more than average pressrooms, where it has been busy.

The year's trial before marketing is always the Babcock way. We demand more than anybody from our machines.

The year's test of this New Pony on all sorts of work determines that it can be sold and bought with confidence. It has proved entirely satisfactory to the users and ourselves.

Note well its size; its speed; the . form it takes; the sheet it prints with half-inch margins. This sheet is standard for more work than any other. It will print the smallest form you care to give it, and deliver just as well as the largest.

We now offer the Babcock New No. 41 Optimus pony



to printers with full assurance of their appreciation of its advantages. We have left nothing undone as far as our present knowledge has carried us to make this machine above criticism. It will add to our reputation as builders of exceptionally good presses.

### Description of the New No. 41 Optimus Pony Two-Revolution Press

The Babcock New No. 41 Optimus is a two-roller press; bed 28x41; form 24x37; sheet 25x38; speed 2800. It is full size for its sheet, which it prints with half-inch margins. This is important; makes a small press as big as possible. Don't overlook a Babcock way that is rare in other presses, and will prove of the greatest advantage on the pinch form liable to come at any time.

latter can be used as a ductor at any time, working great economy and cer-tainty in operation. All of this is entirely new on a two-roller pony, and is true of every Babcock press except the very smallest. The ink feed is from fountain to steel vibrator. At this point the ductor

roller becomes a distributor, and so acts half the time or until the ink, thoroughly worked between itself, the vibrator and two rollers, reaches the table well distributed. Vibrator is driven by a noiseless spiral device, the simplest for the purpose ever patented. Distribution never ceases while press is running. Fountain trips automatically when impression is tripped, a new feature in small presses. composition rider roller is furnished for the form vibrate increasing covering capacity. Altogether it is splendid distribution for a two-roller press.

A very notable improvement is in the delivery table

supports, now formed to give ready access to fountain and table rollers, making handling and washing up easier than on any other machine.

The delivery is printed-side-up, particularly good and economical on pony work; saves time and stock; always ready for any size or thickness without adjustment. It is the only delivery handling tissue and thin papers at speed

and without bother.

The bed motion is the improved Babcock ball and socket; counter-balanced shaft, and balls at rack ends.

It's the best in the wor.'d.

Self-oiling boxes on all quick-moving or important journals.

Note that feeder stands on floor; no step to climb; a

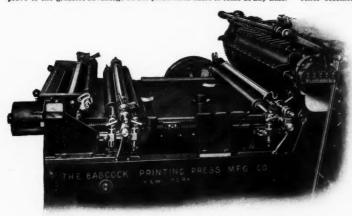
small big press, surprise in its capacity.

The No. 41 is furnished with complete equipment; there are no extras, unless slip-sheet board is ordered. It will be arranged for direct motor drive without cost if change is made at factory before shipping. A two-horsepower motor is needed; con-

sumes one and a half horsepower in operation.

The New No. 41 Optimus is exceptionally strong, is fast and almost noise-

less. It is perfection throughout, the latest and best small two-revolution pony machine for anything from a post card to a 25x38 sheet.



Bed is strongly supported by four tracks-two long of our patented roller

type, and two shorter patented wheel tracks, readily adjusted to take up wear.

There are no angle rollers. Table rollers are geared. All composition rollers are three-inch and interchangeable with each other; that is, the ductor is exactly the same as a form or table roller or rider, and either one of the

### Buy "The BABY" Cylinder

(Trade-mark

### THE "TWENTIETH CENTURY" SPEED PRESS

The New Small Cylinder Job Press, Hand-fed, that Produces up to

### 5,000 Impressions per hour

No limit to grades of work handled; no adjustments to master; no experience necessary to operate; any boy or girl can feed it; ideal for short runs.

### It will do the work of from 2 to 5 Job Presses

Guaranteed to produce a greater daily output than any platen press with an automatic feed, or the so-called automatic platens.

### The Price?

Really, you will wonder how we can do it.

Terms to suit YOU

### TO THE JUNK PILE With Your Unprofitable Platens

Don't pay four feeders when one will do.

Don't be satisfied with platen work when cylinder press quality costs less to produce.

Don't pay for unnecessary power, space, light, etc.

Don't continue antiquated platen methods-

Use "The BABY" Cylinder
It's the more profitable way

Ask us to tell you more about it. Address

The Autopress Company
95 Madison Avenue, New York



## Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

**CHICAGO** 

636-704 Sherman Street

PITTSBURG

First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY

**ATLANTA** 

**INDIANAPOLIS** 

DALLAS

MILWAUKEE

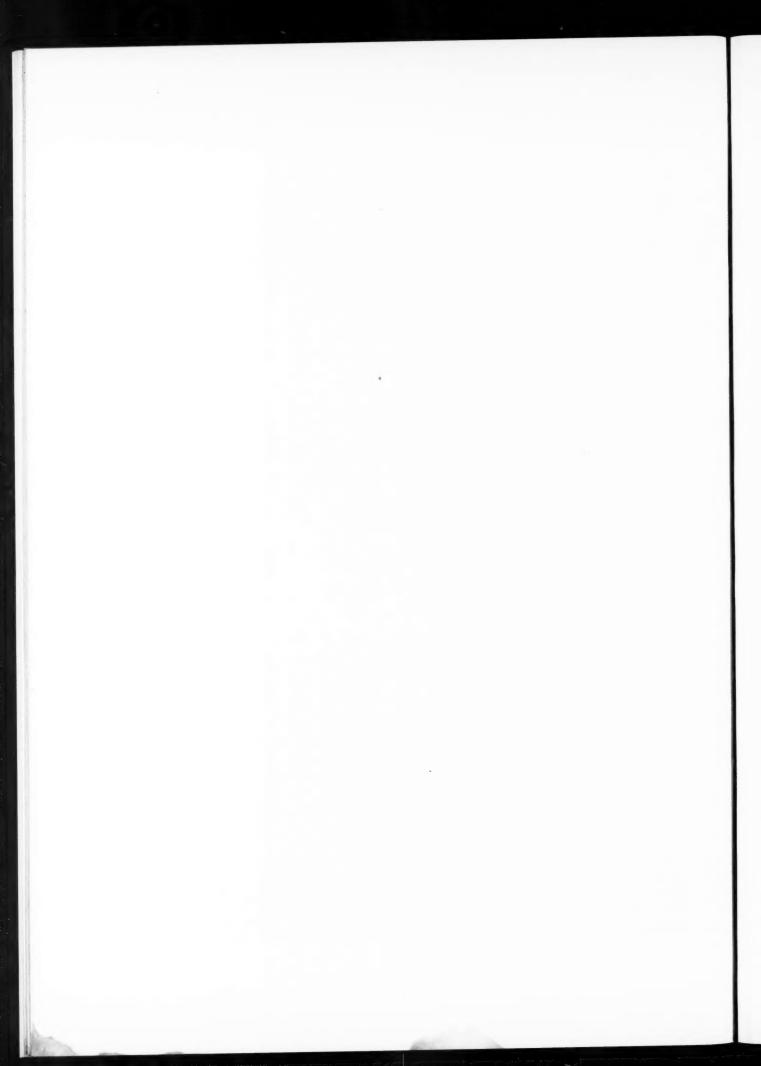
**MINNEAPOLIS** 

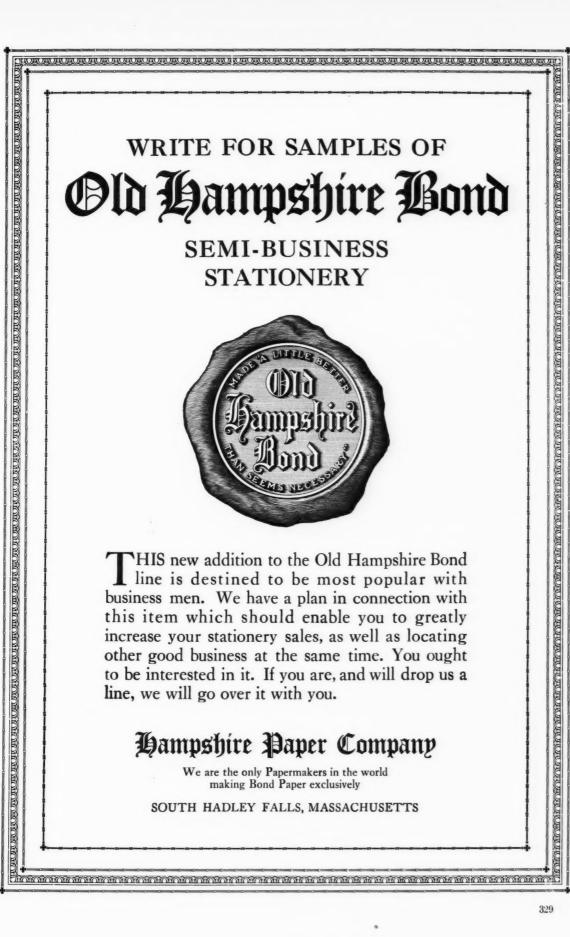
DES MOINES

COLUMBUS

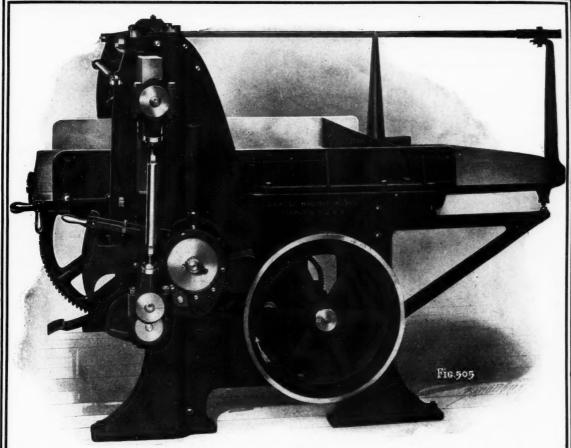
307 Mt. Vernon Avenue

# THE AULT & WIBORG (O. IN IK S (HIC ET UBIQUE)









### EASE THE CRUX of OSWEGO AUTO DESIGN

EASE OF CUTTING The new double shearing knife passes its edge obliquely through the work. The automatic release of clamping pressure saves tons of lifting daily. The new long clamp dwell obviates tumbling piles.

EASE OF OPERATION Two starting levers avoid back twist to operator, and a safety solid steel bolt guards him automatically.

EASE OF CONTROL The power goes first to the clamp and second to the knife, an exclusive economic advantage of the Oswego.

A new modern plant conserves the uniform excellence of these fast new Oswego Rapid-Production cutting machines. The Oswego Autos are guaranteed to produce all work with the accuracy of the Brown and Carver Hand-Clamp cutter, except at a speed beyond the capacity of any known operator. Ninety sizes and styles from 16-inch to 84-inch are built for stock, and specials to order.

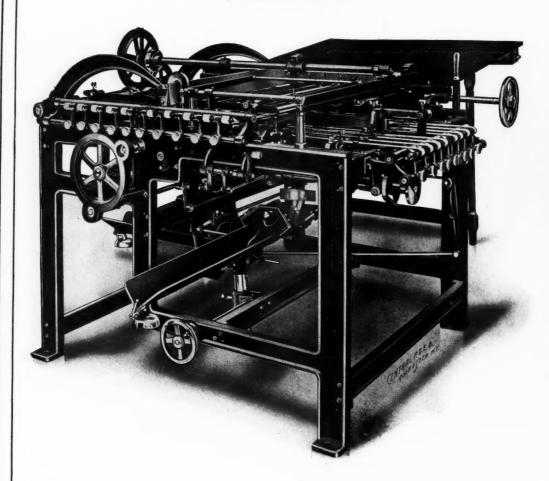
### OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor OSWEGO, NEW YORK, U. S. A.

The only factory in the world which specializes exclusively on the manufacture of cutting machines.

## No.133 Book and Catalog Folder

Write for Details

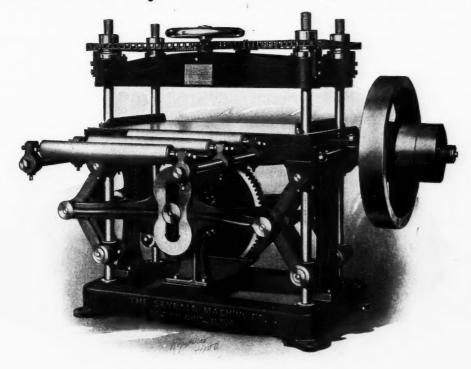


MADE BY

### Brown Folding Machine Company Erie, Pa.

NEW YORK, 38 Park Row ATLANTA, GA., J. H. Schroeter & Bro. CHICAGO, 343 South Dearborn St. DALLAS, TEXAS, 1102 Commerce St.

### The Seybold Die Press



A simple, compact, substantial and easy operating machine, capable of immense production.

The platen is brought down synchronously at all four corners, obviating wear and kip in the bearings, insuring uniform pressure throughout, and consequently producing accurate work.

LET US SEND FULL PARTICULARS

### THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

### Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.

AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Totonto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.;

Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.

The Barnhart Type Foundry Co., 258 Commerce St., Dallas, Tex.

### [HUMANA]

(THE GUARANTEED AUTOMATIC FEED FOR PLATEN PRESSES)

The "HUMANA" is the only automatic machine or press that will feed to a hair-line register the full range of commercial printing, including paper and cardboard (all weights and surfaces), envelopes (made up and blanks), tags, blotters, box cartoons, pamphlets, index cards, etc., with a minimum spoilage.

Two "HUMANAS" attached to job presses will produce more work at a less operative cost for each dollar invested than any other automatic flat-bed press ever invented.

Try one for awhile, gratis. If you like it you can purchase on terms entirely satisfactory to you.



A platen press HUMANIZED (showing make-ready)

Requires less than 50 per cent of the operator's time. (Any boy or girl can operate the HUMANA.) More than 450 HUMANAS sold and in actual operation. Two sizes, 10x15 and 12x18.

SEND FOR TESTIMONIALS AND LIST OF USERS. ALSO CIRCULARS AND SAMPLES OF WORK.

Manufactured and GUARANTEED by

### **HUMANA COMPANY**

Office and Salesroom: Clinton and Beaver Sts. Newark, N. J.

NEW YORK CHICAGO

PHILADELPHIA ST. LOUIS

BUFFALO BOSTON

ATLANTA CINCINNATI

## Filodeman,

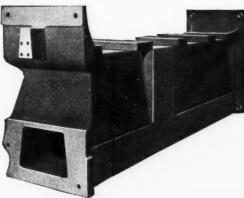
which has absolutely NO give.

### Did Someone Say-WHY?

Here are the proofs: (We never make statements that we can not prove absolutely.)

The strain of impression is taken ultimately by the parts which hold up the bed and the parts which hold down the cylinder.

The bed runs on rollers which are on tracks extending the whole length of the press, and the total bearing surface in use is about one and a half times that of any other press.



The tracks themselves are supported on this heavy casting, instead of being set up on pillars as in other makes, and, of course, there is no chance for any spring with such construction.

The cylinder is held down at each end by a toggle joint, upon which the effect of a strong pull, due to a solid form, is simply to make it tighten more.

Imagine, Mr. Pressman, if you can, how much easier and more simple it is for you to make ready on such a press, where you know when you start that there will be no give on the impression.

You can't imagine it unless you run **#Hodgman**, then you know.

Next time—Distribution

### The Huber-Hodgman Printing Press Co.

Represented direct by

H. W. THORNTON, Chicago, Illinois P. LAWRENCE P. M. CO., LTD., London, England DR. OTTO C. STRECKER, Darmstadt, Germany

S. COOKE PROPRIETARY, LTD., Melbourne, Australia

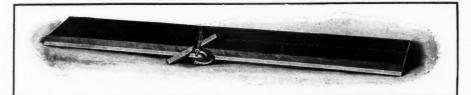
Metropolitan Life Building

4

Factory: Taunton, Mass.

**NEW YORK** 

ESTABLISHED 1830



## "COES" MICRO

### **Paper Knives**

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

Micro-Ground. Com Micro-Ground. Com Micro-Ground. Com Micro-Ground.

"COES" warrant (that's different) better service and

### No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

### LORING COES & CO., Inc.

WORCESTER, MASSACHUSETTS.

Micro-Ground. 1 Micro-Ground. 1 Micro-Ground. 1 Micro-Ground. 1 Micro-Ground. 1 Micro-Ground. 1 Micro-Ground.

NEW YORK OFFICE—W. E. ROBBINS, 29 Murray Street

Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina Sole Agents for Canada

#### COES RECORDS

COLD RECORDS				
First to use Micrometer in Knife work				1890
First to absolutely refuse to join the Trust				1893
First to use special steels for paper work				1894
First to use a special package				1901
First to print and sell by a "printed in figures" Price-list				
First to make first-class Knives, any kind			since	1830

COES is Always Best!



The
ORDERTAKER

Yersus
The
SALEMAN



"Nothing Today! I Am Not Interested in any Printing"

"Yes, Direct Advertising Adapted to My Business Interests Me"

HE was the fourth man that had called that morning soliciting an opportunity to bid on their printing.

He had nothing to offer but price and printing equipment.

His type and presses were no different, nor was his printing different from that of dozens of other printers.

As a consequence, his plea for business did not arouse a single flicker of attention.

He didn't know the purpose of his printing—didn't appreciate the fact that this buyer's only interest in printing was the goods it might sell for him

His persistence, however commendable, was not backed up with a sufficient knowledge of advertising to adapt his printing to the needs of his prospective customer.

"A LL the time you want, Young Man, to tell your story, if you've got an idea for a Booklet or Catalog that will help sell our goods."

Everybody's face lightens up when this kind of a Printing Salesman comes in with pictures and plans and suggestive copy for a New Booklet, Folder, or Catalog.

He is on the buyer's side of the fence all the time, with a thorough knowledge of the best Direct-by-Mail Methods for Advertising the particular business of the man whose printing he is soliciting.

He has studied Direct Advertising and knows the place and importance of good printing in his customer's selling plan.

He always gets a hearing and nearly always gets an order wherever he goes after one; he is a *real* Printing Salesman.

Our 34 brands of "Eagle A" Trade-Marked Bond Papers, as well as our Cover, Book and Halftone Papers, are all made for Direct-by-Mail Advertising. We are in partnership with you, Mr. Printer, in this logical Development of more and Better Direct Advertising. Use Bond and Book Papers with the Trade-Mark Water-Mark of "the Eagle and the A."



### AMERICAN WRITING PAPER CO.

MANUFACTURERS OF THE "EAGLE A" TRADE-MARKED WATER-MARKED PAPERS



HOLYOKE, MASSACHUSETTS

## For Your Guidance, Protection and Profit

FOR YOUR GUIDANCE our Bond, Linen and Ledger Papers are Trade-Marked with the Water-Mark of "the Eagle and the A." The "Eagle A" has come to be known as "the Water-Mark of Quality" because all papers bearing it reflect the Experience, Resources and Facilities of a 29-Mill organization.

YOUR PROTECTION in handling "Eagle A" Writing Papers lies in the fact that each paper is distributed for us by a designated Selling Agent—and is never sold by us direct to the Consumer—your customer.

Because of the demand which our Advertising is creating for "Eagle A" Papers their sale permits of a good, legitimate profit for you—the Printer.

### These are the



### The Leaders of the Market

#### "EAGLE A" BONDS

AGAWAM JAPAN
ARCHIVE MAGNA
BANKERS NORMA
CONSOLS OLD H
CONTRACT PERSIA
COUPON QUALI'
DEBENTURE REVEN
DERBY RIVAL
DUNDEE ROMAN
FABRIC SECURI
GOVERNMENT STAND

INDENTURE

MAGNA CHARTA
NORMAN
OLD HEMPSTEAD
PERSIAN
QUALITY
REVENUE
RIVAL
ROMAN
SECURITY TRUST
STANDARD
UNIVERSAL
And Nine Cthers

### "EAGLE A" LINENS

HORNET THE AMERICAN
NATIONAL THE CENTURY
PURE LINEN STOCK And Twenty-five Others

#### "EAGLE A" LEDGERS

ARCHIVE MERCHANTS LINEN BANKERS MILAN LINEN BANK RECORD OLYMPIA. BRUNSWICK LINEN PARCHMENT RUSSIAN LINEN CAPITOL COLUMBIAN SERVIA GOVERNMENT RECORD TREASURY LEGAL LINEN And Seven Others

MANUFACTURED BY

### AMERICAN WRITING PAPER CO.

HOLYOKE, MASSACHUSETTS

TWENTY-NINE MILLS



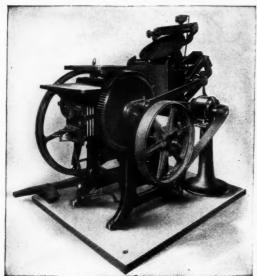
## OTHE OF THE OF TRANKLING COMPANY

720-734 SP DEARBORN ST. CHICAGO

DESIGNERS ENGRAVERS ELECTROTYPERS



CATALOG & BOOKLET PRINTERS



Small Westinghouse Motor Driving Job Press

Exactly the right

### Westinghouse Motor

can be applied to drive each machine used by printers, binders and engravers

The great reliability and high efficiency of these motors enables their user to turn out the maximum amount of work at minimum operating and maintenance expense.

Their design is the result of long and careful study of the operating conditions, so that they are thoroughly satisfactory in service.

Full information on request.

Westinghouse Electric & Mfg. Company

East Pittsburgh, Pa.

Sales Offices in 45 American Cities



Small Westinghouse Motors Driving Stitchers

### HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street

111 Washington Street

BROOKLYN, N. Y. -

The "IMPROVED CHAMPION"
Paging and Numbering Machine is the fastest simplest and lightest running machine of its kind on the market

"HOOLE"
Paging
and
Numbering
Machine

Foot Power Electric Power Steam Power

Manufacturers of -

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds



IT'S TO YOUR ADVANTAGE

To first investigate this Stitcher before you buy any other.

The Acme Binder No. 6

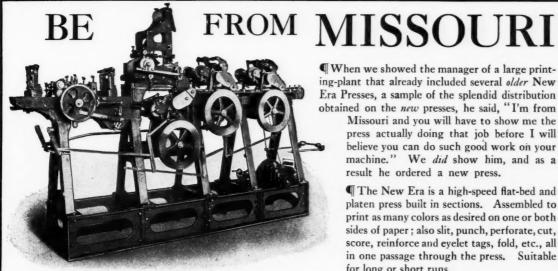
is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing -offices. A stapling machine helps in securing business. Get one and do your own pamplet binding in the most economical and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co.,Ltd.,London, England, European Agent



When we showed the manager of a large printing-plant that already included several older New Era Presses, a sample of the splendid distribution obtained on the new presses, he said, "I'm from

Missouri and you will have to show me the press actually doing that job before I will believe you can do such good work on your machine." We did show him, and as a result he ordered a new press.

The New Era is a high-speed flat-bed and platen press built in sections. Assembled to print as many colors as desired on one or both sides of paper; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs.

### LET US SHOW THE NEW ERA PRESS CAN DO FOR YOU WHAT YOU WHAT

BUILT BY THE REGINA COMPANY

Manufacturers of High-Grade Specialties

217 Marbridge Building, 47 West 34th Street

NEW YORK CITY



### **Expansion Plate-Mounting System**

Increases Efficiency of Patented Overlay Processes

N ORDER to secure the best and quickest results with the patented metallic and chalk-relief overlay processes, now commonly employed by the best pressmen, it is of vital importance that the plates be mounted on a true, unyielding base.

The work of leveling up the common wood base often consumes more time than it takes to make the overlays and register them in place.

When plates are mounted on our EXPANSION SYSTEM IRON AND STEEL BASES, the waste time is eliminated. The first proof pulled shows a true, even impression equal to that obtained only after hours of preliminary preparation where plates are mounted on wood bases or inaccurate blocks.

This is only one of the many desirable EXPANSION SYSTEM features. Time is saved in make-up, in registering plates and in the actual running time of press. Let us mail you our new booklet, entitled "Mounting and Registering of Printing Plates." Printers who have received it state that it is the most comprehensive treatise on the subject ever compiled - free for the asking.



### The Challenge Machinery Co. Grand Haven, Michigan, U.S.A.

Salesroom and Warehouse . . . 124 South Fifth Avenue, Chicago

Challenge Sectional Blocks, Hooks and Catches are sold and guaranteed by Typefounders and Dealers in all Principal Cities.



### Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office. Send for descriptive

### Our other specialties are

Card Local Ticket Presses. Card-Cutting Machines, both hand-fed and automatic. Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street

Chicago, Ill.

### Buckled, Crinkled

and other deformed stitches are not born of

## **Brehmer** Stitching

Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain.

### CHARLES BECK CO.

609 Chestnut Street, Philadelphia

### Case of Efficiency

A neatly printed card may be just as effective as an engraved card. It is the condition of the card when it is presented that makes for or ainst its usefuln



#### Peerless Patent Book Form Cards

may be printed or engraved, and in either case be highly effective. They always have the essential features in cards, namely: Clean-liness—because they are bound in books of twenty-five, with tissue-paper between each card, and the book carried in a neat leather case; Convenience—because being in a case by themselves you do not have to fumble through half a dozen pockets before finding one; Smoothness—because being bound, they can not crumple or break, and our patent process permits detachment without having a rough edge; Economy—because every card is available for use, and none need be thrown away for any cause.

A request will bring you a sample tab of the cards, together with information as to how you can furnish these cards to your present customers, and get the patronage of the best of the new ones. Write to-day.

### The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

52-54 East Adams Street

Chicago

### Dinse, Page Company

Electrotypes Nickeltypes

Stereotypes

725-733 S. LA SALLE ST. CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

### Holding Fast to That Which is Good

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means that once the compositor grasps the STAR COMPOSING STICK he will never let go of it. It is the most comfortable, accurate and present-day-requirement stick on the market.

#### If You Do Not Believe It

suppose you ask us to send you a little pamphlet full of endorsements from printers and compositors that you will know—some of them your near-by neighbors.



#### Our German-Silver Stick

is worth getting acquainted with. It is made to fill the requirements of coast territory; will not rust or corrode. Made in all sizes, in Nickel-plated Steel or German Silver.

FOR SALE BY TYPEFOUNDERS AND DEALERS IN ALL LARGE CITIES

### The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

Toronto Type Foundry Co., Ltd., Sole Agents for Canada.

### Printers—

If you want to produce

### Highest Quality Printing

at Least Cost

1156

### HUBER'S PRINTING INKS

### J. M. HUBER 732 Federal Street

JOHN MIEHLE, Jr., Mgr.

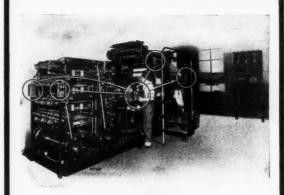
NEW YORK

BOSTON SAN FRANCISCO

PHILADELPHIA

BALTIMORE

### The Monitor System of Automatic Press Control





### DIL."

### "Just Press a Button"

The Monitor System places at the finger ends of the operator complete and positive control of every movement required of the machine. It starts, stops, reverses, accelerates, decelerates, or may be limited to merely starting and stopping features with a safety or locking position.

It prevents accidents, saves the time of the man on the job and enables him to work faster with better results.

Its installation is simple and costs but little more than the old-fashioned, time-consuming, hand-controlled rheostat.

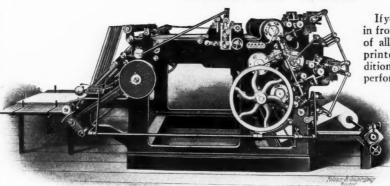
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### MonitorControllerCompany

NEW YORK, 30 Church St. CHICAGO, 1045 Old Colony Bldg.
PHILADELPHIA, 804 Penn Sq. Bldg. BOSTON, 141 Milk St.

### Meisel Automatic Printing Machinery

Leads the World



This cut illustrates one of our high-speed Three-Color Rotaries

If you manufacture labels, printed in from one to four colors, tickets of all kinds, wrappers and other printed matter requiring, in addition to printing, numbering, perforating both ways, punching,

slitting, cutting to length, rewinding, collating, counting, removing counted packages, and other operations, automatically produced in one operation, ready for delivery, it will be for your interest to ask us for particulars regarding machines pro-

ducing such wonderful results. Send samples and daily output required with your inquiry so we can select the machine best suited, whether a rotary or automatic bed and platen. We have a large number of both kinds and sizes

Meisel Press Manufacturing Co., Dorchester Ave. Boston, Mass.



DIAMOND POWER PAPER CUTTER

### Diamond Paper Cutters Have Always Been Right

THE correct principles of construction were embodied in the first DIAMOND CUTTERS built. Hence it has not been necessary to make important alterations in the design of these machines.

To this fact Diamond Cutters owe their reputation of greatest stock-cutting efficiency—the greatest strength, the greatest output and the greatest economy.

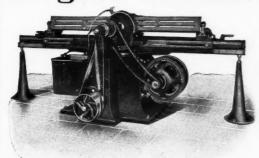
DIAMOND CUTTERS possess many time, labor and money saving features you ought to know about before you place your order for any cutter. May we send you, postpaid, our new paper cutter catalogue, which gives full description of the LEVER, POWER AND COMBINATION DIAMOND CUTTERS?

Kept in Stock and For Sale by Typefounders and Dealers in all Principal Cities The Challenge Machinery Co.

Grand Haven, Michigan



### Rogers-Buffalo



### A Full Automatic Feed, Direct Motor-Driven Knife Grinder

The Last Step in Perfecting a Grinder to Neet the Demands

of the critical cutting-room foreman. Grinds either straight or concave bevel, on knives up to 130 inches in length.

#### Guaranteed

to grind more in less time and do it better than any grinder in existence. It is so perfect in operation that it needs little attention after adjustment. Our literature tells all about it.

See Write-up in Other Columns.

Samuel C. Rogers & Company

No. 16 Lock St., Buffalo, N. Y.



### JENNEY

Nearly every good printer knows what JENNEY MOTOR SERVICE means. The printer who does not know should get wise.

JENNEY MOTORS have stood the test alongside all competition for many years, because they are built honestly and for specific printing-plant requirements.

JENNEY MOTOR SERVICE means economical power—hence reduction in producing cost—a vital item for the printer, lithographer, electrotyper and engraver.

Send for complete motor installation information, cost, terms, etc. JENNEY MOTORS are built in all sizes for both alternating and direct current.

### Jenney Electrical Department

AMERICAN ROTARY VALVE CO. General Offices: Chicago, Ill.

BRANCHES IN ALL PRINCIPAL CITIES



### Printers Learn Advertising

It is a natural step from printer to advertising man. The printer already has good advertising judgment, for he makes a study of typographical effects—displays—and composition that will attract.

The majority of successful advertising men have laid the foundation of their knowledge in the print-shop. Hundreds of printers have been helped to high-salaried advertising positions by the International Correspondence Schools' Course in Advertising.

This Course is written by some of the greatest experts in the country. Besides this, the I. C. S. are themselves successful advertisers and their 20 years' experience is proof of the soundness of the principles taught in this Course.

There is no reason why you can not step from the case or press into the advertising field where good men are in great demand. Your success is assured if in addition to your printing knowledge you learn the essentials of Copy Writing, Managing Appropriations, Planning Campaigns, Illustrating, Mediums, Catalogue Writing, all of which are included in the I. C. S. Course.

To learn more about the I. C. S. Course in Advertising, fill in and mail the attached coupon.

International	Cor	responde	nce	Schools
Box 1	207	Same	D.	

	ligation to me, specimen pages and complete d complete Advertising Course.
Name	
St. and No	
City	State



A PAPER-CUTTER KNIFE that's always keen and smooth—and it takes but a few strokes to do it—when you use the

## Carborundum Machine Knife Stone

The coarse side of the stone brings the blade to an edge—the fine side smoothes up the edge, leaving it keen and true cutting—and you needn't take the knife from the machine.

You can stop a waste of stock—save a lot of time by postponing the need of grinding with this handy little stone.

Made in two shapes, round or square, each fits the hand. The groove protects the fingers.

FROM YOUR HARDWARE DEALER OR DIRECT,

\$1.50



The Carborundum Company Niagara Falls, N. Y. Inks That Are Used in Every Country Where Printing is Done

### KAST & EHINGER

GERMANY

Manufacturing Agents for the United States, Canada, Cuba and Mexico

### Charles Hellmuth

PRINTING AND LITHOGRAPHIC

### **INKS**

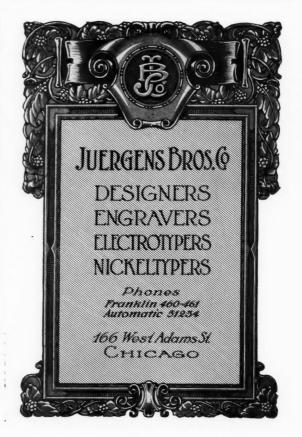
DRY COLORS, VARNISHES

### SPECIAL OFFSET INKS

NEW YORK 154-6-8 West 18th Street Hellmuth Bldg. CHICAGO 536-8 South Clark Street Rand-McNally Bldg.

The World's Standard Three and Four Color Process Inks. Gold Ink worthy of the name.

Originators of Solvine. Bi-Tones that work clean to the last sheet.



### LATEST

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

### "PROUTY"

Obtainable Through Any Reliable Dealer

Manufactured only by

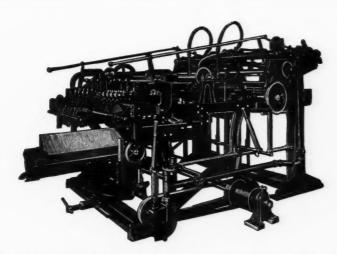
Boston Printing Press & Machinery Co.

Office and Factory

EAST BRIDGEWATER, MASSACHUSETTS



## THE CHAMBERS Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators. Equipped with combing-wheel automatic feeder or with hand-feed table.

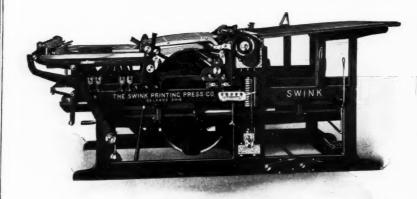
### CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

### THE SWINK TWO-REVOLUTION PRESS

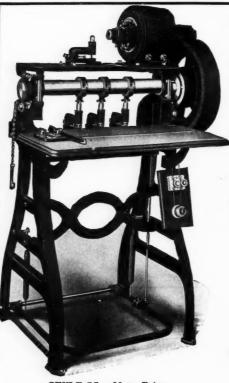


Is the only press built that gives its owners protection against wear—a new feature in printing-press construction promoting the long life of the press and obtainable only on THE SWINK. This refers to the bed and cylinder drive as well as the rails.

Write us for further information

### THE SWINK PRINTING PRESS COMPANY

General Office and Factory: DELPHOS, OHIO



STYLE CC. - Motor Drive

Patented April 10, 1900

## Think of Tatum, Think of Punch—Think of Punch, Think of Tatum

The exceptional character, as regards accuracy, durability, and daily output, of the Tatum Paper Punches and Perforators, is well shown by the character of the users.

We will be pleased to mail upon request a list of satisfied users of TATUM OUTFITS.

The list is especially interesting, as including so many who are, themselves, manufacturers of paper specialties and loose-leaf goods, and naturally look for the best outfits.

THE BEST IS NONE TOO GOOD FOR THOSE WHO KNOW-

54 Years of Knowing How

### THE SAM'L C. TATUM CO.

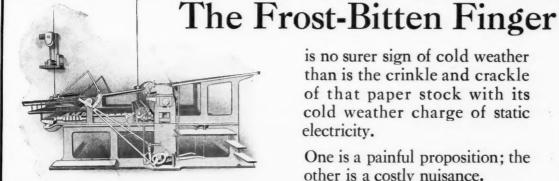
Main Office and Factory: Cincinnati, Ohio



New York Office: 180 Fulton Street

Makers of "The Line of True Merit"

### "U. P. M." THE TRADE-MARK OF QUALITY



is no surer sign of cold weather than is the crinkle and crackle of that paper stock with its

cold weather charge of static electricity.

One is a painful proposition; the other is a costly nuisance.

The Chapman Electric Neutralizer

Kills electricity in paper stock. There are no "ifs," "ands" or "buts" about it. Ask any user.

WE ALSO OFFER THE U. P. M. AUTOMATIC CONTINUOUS PILE FEEDER A STANDARDIZED FEEDER

WE ALSO OFFER THE U. P. M. VACUUM BRONZER

FASTEST AND MOST ECONOMICAL TO OPERATE

SOLE SELLING AGENTS

UNITED PRINTING MACHINERY CO.

116 East 13th Street, New York Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

### Compositor Operators in Demand

VERY day it is becoming more apparent that the most useful operator is the one with the greatest amount of typographical knowledge. Machine makers are spending money and staying up nights in an effort to devise methods whereby higher class composition can be done on machines.

They are bound to succeed, if they are not successful now.

It requires even more taste and accurate judgment in the selection of type faces and sizes to set a job on a machine than it does by hand, as the overhead is higher.

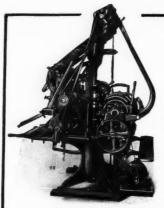
The job compositor who learns the machine now will get in on the ground floor, and so be qualified to take a position when capable operators of that class are scarce and wages correspondingly high.

Machine composition can be learned at a school, but care should be taken to select the best school.

Our booklet, "Machine Composition," is filled with information of the most valuable character for any person contemplating learning the linotype or similar machine. It can be secured by dropping a postal to

THE INLAND PRINTER TECHNICAL SCHOOL

632 South Sherman Street, Chicago, Illinois



### Robbins & Myers Motors

### There Is One Best Way

to drive each kind of printing machinery, so that the operator can get out the maximum amount of work of which the machine is capable. For instance, the linotype requires a smooth, steady speed without vibration and without checking up at the moment of maximum load. These qualities, together with durability, make the ideal combination. We have an equally good drive for every kind of printing machinery.

### THE ROBBINS & MYERS COMPANY

Main Offices and Factory:

SPRINGFIELD, OHIO

BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

### Roberts Numbering Machine Company

Successor to THE BATES MACHINE CO.

696-710 Jamaica Avenue, Brooklyn, N. Y.

Model 27-A

12345

Facsimile Impression
Size 1½ x ½ inches

### ROBERTS' MACHINES

UNEQUALLED RESULTS MAXIMUM ECONOMY

No Screws

To Number Either Forward or Backward

### For General Job Work

Absolutely Accurate

Fully

Guaranteed

Side Plates Without Screws Always in Stock

Five Figure-Wheels



View showing parts detached for cleaning

### Non-Curling Gummed Papers

IMPORTED AND DOMESTIC

Distinctive and special brands for all and every conceivable purpose. **(I)**, We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary label printing.

Send for our Sample-book



WAVERLY PARK, N. J.

Established in England in 1830

### Eagle Printing Ink Co.

24 CLIFF ST., NEW YORK

### BLACKSTONE BLACK

NON-OFFSETTING

The densest, cleanest working Half-Tone Black made

Try It and Be Convinced

CHICAGO 705 S. Dearborn Street DETROIT 17 Park Place

## KING ENAMEL

### KING PAPER COMPANY

KALAMAZOO, MICHIGAN

MANUFACTURERS OF

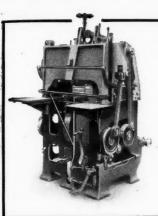
Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

### King Offset Book and Label

Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch. Free from fuzz.

Send for samples to try out





### AUTOMATIC CUTTERS

We furnish the latest and most efficient Book Trimmers and Cutters.

L Investigate what we can offer you!

VICTORIA PRESS MFG. CO., 38 Park Row, New York

FRANK NOSSEL, Manager MACHINERY FOR THE ENTIRE PAPER INDUSTRIES

### The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED - SIMPLICITY - DURABILITY



PLICITY — DURABILITY

Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911,
Dick Patent Mailer Co.,
130 W, Tupper St., Buffalo, N, Y.
Gentlemen,—I have been using your patent
mailer for five years with most satisfactory
results, and think it is the best and speediest
machine on the market to-day. My record
per liour is 6,500, which I think is the best
record in Texas, Would be pleased to have
you use this letter in any way you see fit,
Yours very truly, B. D. Geiser,
Foreman Mailing Dept,
Manufactured in inch and half inch aizes.

anufactured in inch and half inch sizes from two to five inches.

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New Yorl

### JAMES WHITE PAPER CO.



Trade-mark Registered U. S. Patent Office.

### BOOK AND COVER PAPERS

219 W. MONROE STREET

CHICAGO

### THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid

Depositing

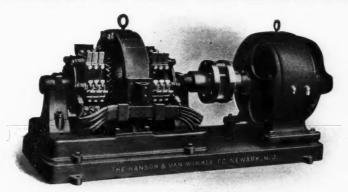
Self

Exciting

Or

Separately

Excited



High

Commercial

And

Electrical

Efficiency

Low

Temperature

Rise

Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

### The Hanson & Van Winkle Company

BRANCHES: Chicago, III.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.

### "MY SALARY HAS NEARLY TREBLED"

THE I. T. U. COURSE DID IT

# What the I.T.U. Course Has Done for Me

LITTLE more than one year ago I heard of the I. T. U. Course of Instruction in Printing, and decided to take it up. I was then an ordinary apprentice who could set only simple reprints. My salary was \$10 a week.

**C** I did not know anything about hand-lettering; nothing at all about proportion; never heard of color harmony; imposing an eight-page form was a mystery.

To-day I have charge of the composingroom of one of the high-class print-shops in my city. My salary has nearly trebled.

**C.** The Course has certainly done wonders for me. I feel satisfied the lessons will prove of benefit to any one working at the trade.

GEORGE WETZEL

NEW ORLEANS

Drop a postal to The I. T. U. Commission 632 Sherman Street, Chicago

THE FOREGOING IS AN UNSOLICITED TESTIMONIAL FROM A TWENTY-YEAR-OLD STUDENT WHO FINISHED THE COURSE IN ONE YEAR

Franklin Gothic Italic (Non-Kerning)

FIRST SHOWING OF THIS NEW FACE

72 Point

3 A \$8 15 4 a \$5 60 \$13 75

# RICH Knights

Elegant DESIGN

48 Point

4 A \$4 40 5 a \$3 25 \$7 65

**NUMBERS** Captured

42 Point

4 A \$3 30 6 a \$3 10 \$6 40

Improved CONDITIONS

36 Point

5 A \$2 75 7 a \$2 50 \$5 2

BIRD HUNTER Studying Ruler

30 Point

5 A \$2 25 8 a \$2 10 \$4 35

MUCH REQUIRED Landscape Bought

24 Point

6 A \$1 85 9a \$1 65 \$3 50

MAKING PROGRAMS Rehearsing Audiences

18 Point

8 A \$1 55 14 a \$1 70 \$3 25

FRANKLIN GOTHIC ITALIC Bright American Conception

14 Point

11 A \$1 40 21 a \$1 60 \$3 00

MERITORIOUS REMARKS Strong Advertising Display

19 Point

14 A \$1 30 27 a \$1 45 \$2 75

MODERNIZED DESIGN SOUGHT Non-kerning italic letters always give good results \$1234567890

10 Point

17 A 01 17 00 - 01 07 00 70

PROPOSING INGENIOUS METHODS Much time and money saved through the adoption of an efficiency system

8 Point

18 A \$1 05 36 a \$1 20 \$2 25

ADVERTISING BRINGS HUGE PROFITS HOME Legitimate advertising method secured through the practical knowledge of American type faces

6 Point

19 A \$0 95 39 a \$1 05 \$2 00

MODERN AMERICAN DESIGNS A GOOD INVESTMENT Use the latest American line type faces and watch your business and profits build up accordingly \$1234567890

5 Point

19 A \$0 95 38 a \$1 05 \$2 00

PLEASING EFFECTS PRODUCED WITH AMERICAN TYPE FACES
Advertising of the very highest standard can be readily produced by
printers and advertising men through the careful selection of type

American Type Founders Company

ORIGINATOR OF THE MOST POPULAR TYPE FASHIONS



#### Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality, and with our nickel-steel shell are guaranteed against wear.

#### **OUR LEAD-MOULDING PROCESS**

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

#### OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

#### AMERICAN ELECTROTYPE CO.

24-30 South Clinton Street, CHICAGO

# The Juengst Gatherer-Stitcher-Coverer

WILL do five operations, namely, gather, collate, jog, stitch and cover, at one and the same time, thus saving floor space and labor.

The number of operators necessary to produce 3,000 books per hour, of ten sections, would be five.

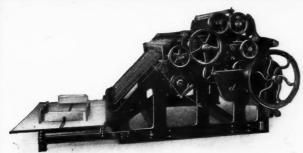
#### Also

#### Juengst Gatherer-Wireless Binder

WHICH does four operations at one time, namely, gather, collate, jog and wireless bind, producing 3,000 books per hour, which lay flat when open, with five operators.

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS



#### PRESS OR SHEET CUTTER? IF IT'S A ROTARY, STRAIGHT, OR ADJUSTABLE—

ORDINARY,
OR SPECIAL—
WE SURELY
HAVE IT!



KIDDER PRESS CO., Main Office and Works, Dover, N. H.

New York Office: 261 Broadway

GIBBS-BROWER CO., Agents

REPRESENTED IN ALL PRINCIPAL COUNTRIES OF THE WORLD.

# **Motor Brackets**



# for Chandler & Price Power Cutters

This new bracket places the motor up above the cutting table where it is easily attended to and oiled, and where it is away from the trimmings and out of the dirt. The motor is clean, the floor is clear and the belting out of the way.

A wrench and a few moments' time are all that are required to attach it to any one of our cutters. The base is made of wood and, therefore, can be easily bored to fit any motor. There is a simple adjustment for tightening the belt.

The attachment makes every cutter a complete unit with its own power-plant, giving all the advantages of the individual motor drive.

#### THE CHANDLER & PRICE CO.

CLEVELAND, OHIO

FOR SALE BY ALL DEALERS

Toronto Type Foundry Co., Ltd., Canadian Agents, Exclusive of British Columbia.



HAMMERMILL

"The Utility Business Paper"

#### (Letters of a Purchasing Agent)

#### Price vs. Brains

WO printing salesmen call on me regularly—Sam works with his prices and Bill with his bean. Both are welcome.

I generally have a sizable order for Sam-those attractive little jobs that every printer in town has bid on until the price has got down to where it takes a pretty oldfashioned cost-figuring system to get back the price of the paper—ink and press work being donated to "keep the plant running."

Bill's method is different.

Bill has a great idea of profit. First he shows me how to make a profit and then holds out for one himself. He is

now printing all of my letterheads, office forms, price lists, etc.

"I want to save you money" was his

How?" said I, tumbling into his net. "What are you paying for letter-heads?" he asked, "and for billheads, form letterheads, price lists, factory and office forms?" I got out the old bills and told him. The letterheads were

very high and the others were too cheap.
"That paper is good enough for letterheads, isn't it?" showing me a fine, crackly, sample sheet. I said it was.

'And it's a lot better than you are getting in the other

forms." There was no doubt about it.
"Well," he said, triumphantly, after a little figuring,
"the work included in those bills I could have done on this Hammermill Bond for so much," naming a very

Then he proved the value of standardizing office forms by using the same paper throughout—uniform colors, uniform quality, uniform price.

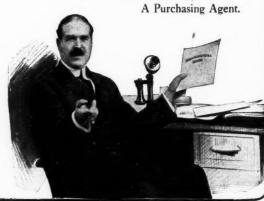
In short, Bill earned his order-and profit-by teaching me how to buy intelligently.

And Sam has put in three separate bids, each lower than the last, but he hasn't got back the business.

Yours faithfully,

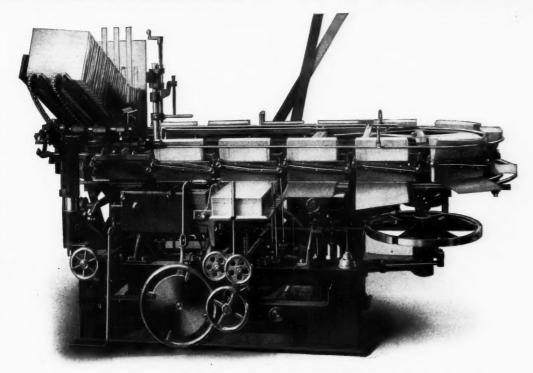
WRITE for an interesting and valuable book on office systems, "The book on office systems, Signal System," and for sample books.

HAMMERMILL PAPER COMPANY ERIE, PA.



IF YOU COVER MAGAZINES, CATALOGUES, OR TELEPHONE DIRECTORIES, ETC., YOU ABSOLUTELY CAN NOT AFFORD TO BE WITHOUT THE

# SHERIDAN COVERER



12-inch machine covers books  $7\frac{1}{2}$  inches x 5 inches up to 12 inches x 8 inches.  $16\frac{1}{2}$ -inch machine covers books 10 inches x 8 inches up to  $16\frac{1}{2}$  inches x  $11\frac{1}{2}$  inches.

#### ITS USE MEANS

A great improvement in quality. An immense reduction in cost. An enormous increase in output.

At this time we can offer special inducements as to prices and terms. Write to-day and tell us when to send our salesman.

#### T. W. & C. B. SHERIDAN COMPANY

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK 607 South Clark Street, CHICAGO

63 Mount Pleasant, LONDON, W. C., ENGLAND

# "VALUES ARE DETERMINED

#### Equipment

Ink Fountain

Feed Tables

3 Steel Chases

Power or Treadle Fixtures

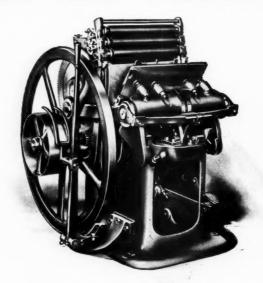
Distributor Changer

1 Set Covered Stocks

1 Set Uncovered Stocks

2 Sets Form Roller Wheels

2 Wrenches and COUNTER



#### Terms

Net 30 days, 1% for cash in 10 days, or \$90 cash with order and balance in 9 monthly payments of \$25 each, with interest at 6%.

Freight to be paid by purchaser at time of delivery and forwarded to us. On receipt we will mail our cheque in payment.

You Can Now Obtain This Latest 10 x 15 Style 2B Colt's Armory Press for

# \$315 DELIVERED FREIGHT FREE

#### AT ANY RAILROAD STATION IN THE UNITED STATES

Among the many controlling advantages, exclusively possessed by this machine, the following are briefly enumerated: Continuous cylindrical ink distribution; carriage can be stopped on cylinders at will; wide range of fountain feed; when carriage is stopped the feed of ink from fountain is automatically suspended; impression trip operative by one's finger; quick, positive and perfectly parallel adjustment of platen to or from the form, whereby thin, hard tympans may be readily used; direct, square, locked slide of platen to form; an exceedingly smooth, steady and wide swing of platen, facilitating fast feeding and accurate registration; all studs and pins of hardened steel, ground to precise diameters; automatic lubrication of crank pins; drop-forged, mild-steel connecting rods; steel chases, right-angle sides, sharp corners, flat, finished all over; all movements balanced and a low power factor.

This press will not only print ordinary commercial work with the best possible results, but also high-class half-tones, tints, borders, three-color plates and mixed forms; that is, quality work (which commands the highest profit), such as can not, categorically, be touched by any other make or name of press.

It will run safely, smoothly and enduringly up to 2,200 impressions an hour, and an averaged output of from 1,300 to 1,500 is readily realizable.

With the accurate plates and type now available, an excellent make-ready can be quickly effected, and owing to the perfect impingement of the platen, as also the avoidance of soft tympans, forms remain sharp indefinitely, instead of, under other conditions, becoming rounded and battered.

Hitherto the only market argument we know to have been urged against our Quarto Medium "Colt's Armory" with any truthful effectiveness has been its higher price, but even this has been eliminated. For practically the same money you can now obtain a machine that will do all the ordinary runs of low-grade work as rapidly, at as low a productive cost and in better style, while, in addition thereto, you can handle half-tones, three-color plates, tints and mixed forms in the highest state of the art; that is to say, a line of quality work which is only possible to execute upon the "Colt's Armory."

Let us repeat: For the same outlay you can now secure a "jobber" on an equal footing as to price which will do all that the other kind can do, as quickly, at as low a productive cost and with better effect; and, added thereto, you are equipped to turn out Quality Work at a Quality Rate of Profit.

May we send you our illustrated catalogue?

#### JOHN THOMSON PRESS COMPANY

253 BROADWAY, NEW YORK CITY

# ONLY BY COMPARISON" DO YOU KNOW

That a thick, paddy tympan will wear the sharp edges of type and cuts? That a hinged impression gives greater pressure at the bottom of platen than at the top—hence the top must be padded?

That the marks from a form rolled upon a plate must necessarily be rerolled from the plate upon the form?

That a missed impression on the Gordon type of press means printing the next sheet from a *double-rolled* form?

That in order to obtain sufficient ink on heavy portions of a Gordon form, light portions must be given too much ink?

That it is necessary to *reach* for the throw-off of a Gordon type of press?

That the jerk of a platen leaving a dwell makes it difficult to feed a large sheet to accurate register?

That the "COLT'S ARMORY" platen may be so readily adjusted for any desired pressure, that a thin, hard tympan comprises the major portion of the make-ready?

That the "COLT'S ARMORY" continuous distribution insures the return of the form rollers to the form free from all blemishes?

That the "COLT'S ARMORY" carriage may be tripped out when desired, to prevent double rolling of the form?

That the ink on a "COLT'S ARMORY" press may be so regulated as to feed heavy to the heavy portions of the form and light to the light portions?

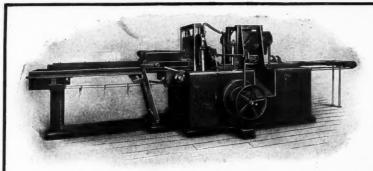
That the "COLT'S ARMORY" throw-off comes *automatically* to the operator's hand?

That the easy swing and slow reversal of movement of the "COLT'S ARMORY" makes it the easiest press to feed and insures perfect register?

There is an ever increasing demand from users of printing for better work. The question of equipment cost being about equal, is there any good reason why you should not supply your plant with a machine which is capable of the best work?

#### JOHN THOMSON PRESS COMPANY

253 BROADWAY, NEW YORK CITY



#### A STRAIGHT LINE **AUTOMATIC** BOOK TRIMMER

Capacity, 24 packages per minute,  $4\frac{1}{2}$  or less in thick-

For further particulars address

#### JAMES ROWE

1058-62 W. Harrison St., Chicago, U.S.A.

#### What Kind of Galleys Are You Using?

The best ones? Good. They are the cheapest. Original cost cuts small figure when buying to LAST. That's why our Superior All-Brass Galleys are universally popular. There are several kinds—each with its particular merits:

The One-Piece Rim Galley
The Regular Barnhart All-Brass Galley, patent corners
The Bruce Galley
The Milholland Linotype Galley
The Lincoln Galley
The Bruce Style Linotype Galley
We make them all, and we make them as well as it is possible to make Galleys.

#### Barnhart Brothers & Spindler

Chicago New York Washington, D. C. St. Louis Dallas Kansas City Omaha St. Paul Seattle



## Defiance Bond

Manufactured by

Byron Weston Company

DALTON, MASS.



This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show perceptible deterioration.

# The Feeder Question Solved THE KAVMOR

High-speed Automatic Platen Press

Built in Two Sizes, 11 x 17 and 14 x 20

FEEDS, PRINTS and DELIVERS all grades of paper from French Folio to Boxboard at speeds up to

5,000 Impressions per Hour!



Short runs handled quickly

Self-Feeding

Self-Delivering

Less Wages

Less Waste

Inking Distribution unsurpassed

Costs no more to operate

PRODUCES MORE WORK THAN FIVE JOBBERS

machinist

The KAVMOR PRESS produces 25% to 50% more work than any other Automatic Flat-Bed Press in the world. Prompt deliveries guaranteed

The Kavmor Automatic Press Company

Office and Showrooms, 54 East 11th Street, New York



Drilling holes in the plate to admit the jig-saw pre-paratory to mortising



By a simple change the jig-saw is thrown into operation and the mortise is sawed out



Substituting a broach for the saw, the walls of the

#### WANTED, 20,000 PRINTERS—AD. AND JOB MEN

to mail a post-card for a copy of "Millerized" - a handsome booklet illustrating the operation of the Miller Saw-Trimmer equipment. Write to-day.

MILLER SAW-TRIMMER CO., Point Building, Pittsburgh, Pa.

### The American Pressman

A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

ROGERSVILLE, TENNESSEE

## The British Printer

Is Familiarly Known as  $"Our \, National \, Trade. Journal"$ 

By Its British Readers

Subscribers to the British Printer are also found in the best printing establishments of the United States, in Canada, or the Continent of Europe and in every British Colony.

The British Printer is a purely technical journal. Every department covered by experts. Always pictorial, illustrating modern methods of reproduction.

Published bi-monthly, \$2.00 per annum, post free.

Specimen copy 35c; by mail 40c.

American Agents:

THE INLAND PRINTER COMPANY
Sherman Street Chicago, Illinois

#### Use Your Thinker

Some Actual Facts Worth Thinking About

The Universal-Peerless Rotary Perforator is in use in every land throughout the world; therefore the following facts:



BURTON PERFORATORS ARE PERFORATING APPROXIMATELY

10,000,000 sheets per day, 40,000,000 square feet per day, 12,000,000,000 square feet in a year, 4,000 miles of paper per day, or

1.200,000 miles per year. 20,000 reams per day, 20,000 sheets per minute, or 333 sheets per second.

Catalogues on Application. Sold by all Dealers MANUFACTURED BY

G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

#### Always Satisfactory

When you install a motor you want the best-the every-hour-in-the-day-service motor. Therefore, an 'always satisfactory' motor means

#### Peerless Motors

Each motor is made for a specific purpose. The

printer, publisher, engraver or electrotyper insures against interrupted service by installing a motor known for its uniform

service. Send us your wants; let us submit estimate and prove our claims.

Ask for our illustrated catalogue.

On ANY POWER PROBLEM write:

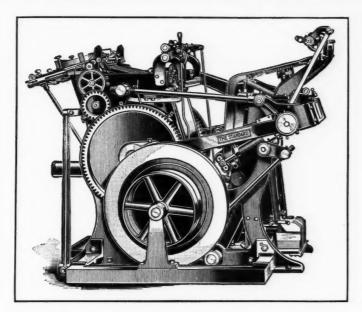
#### The Peerless Electric Co.

Factory and General Office: Warren, Ohio

CHICAGO AGENCY: Electrical Machinery Sales Co., 1536 Monadnock Building

NEW YORK AGENCY:
N. Y. Electric Installation Co., 43 West 27th Street
And All Principal Cities

# STANDARD HIGH-SPEED JOB PRESS



# The Standard Occupies a Field All Its Own

It Stands Alone in the Field of Commercial Job-Printing

For years it has been the dream of the job-printer to have one type and size of press to do the greater part of the work of the job-printing department.

This is the *one* field of the STANDARD. It occupies the job department alone and supreme, as it is made in one size and design only, yet will do 90% of the commercial job-printing—and do it better and at a greater profit.

No one press will do so many things, or is doing so many things, on so many different kinds of work, in so many plants.

The STANDARD is doing this for others—it can do it for you.

#### WOOD & NATHAN COMPANY

SOLE SELLING AGENT

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

1 MADISON AVE., NEW YORK CITY



#### Cooper Hewitt Light Puts Money in Your Pocket

¶ It enables you to get the same results (same quantity and same quality, both) at night as you get during the day.

How about a few Cooper Hewitt lamps on trial? No cost to you.

Ask for Bulletin No. 947

#### Cooper Hewitt Electric Company 8th and Grand Sts., Hoboken, N. J.

BOSTON—161 Summer Street CHICAGO—180 N. Dearborn Street CINCINNATI—1st. Nat'l Bank Bldg, CLEVELAND—Engineers' Bldg, DETROIT—Ford Bldg.

MINNEAPOLIS—Metropolitan Life Bldg, PHILADELPHIA—124 S. 8th Street PITTSBURGH—Westinghouse Bldg. ST. LOUIS—Central Nat'l Bank Bldg. SYRACUSE—University Bldg.

#### Overlay Cost Reduced to the Minimum

with the aid of the

#### Mechanical Chalk Relief Overlay Process

Process in use over all the world.

WATZELHAN & SPEYER

183 William Street, New York



#### From Month to Month.

Since January, 1913, through the medium of this advertise-ment readers have been told what was done in Wing-Horton Mailers, during 1911.

I hereby beg to acknowledge that I have been tardy in turning over a new leaf, but writing ads. is not my hobby.
However, there is something still doing in Wing-Horton Mailers, for which I am receiving orders most every day.
Prospective customers need not hesitate in sending orders, for I am prepared to make immediate delivery on all sizes, with full guarantee of satisfactor to return. Also descriptive cirprices gladly sent on request to

tion or privilege to return. Also descriptive circular covering prices gladly sent on request to

CHAUNCEY WING, Mfr., Greenfield, Mass.

# THE ART CAXTON PLATEN PRESSES

Manufactured by John Haddon & Co., London, England

ARE

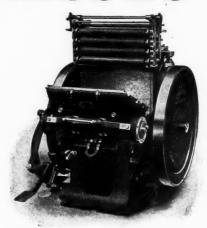
The Largest Sized Platens on Market

18x221/2 Inches (inside) Chase

and have

THE LARGEST-SIZED FORM ROLLERS AND DISTRIBUTORS 234 INCHES IN DIAMETER (INTERCHANGEABLE).

Sole American Agents



H. HINZE MACHINERY CO., New York TRIBUNE BUILDING



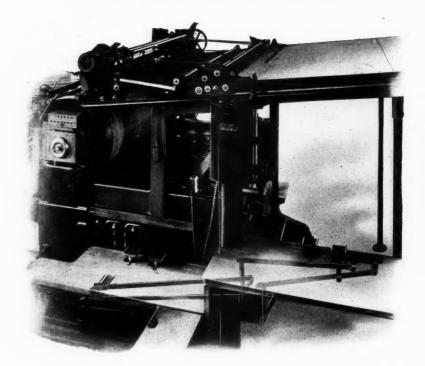
# Raise Your Standard to This Class of Electrotyping

Let the Royal plant supply your color-plate duplicates. It's the only way to Absolute Perfection.

Read the Royal Address to Your Stenographer

ROYAL ELECTROTYPE COMPANY
616 SANSOM STREET PHILADELPHIA

# Hardie Semi-Automatic Press Feeder



CAN BE APPLIED TO ANY CYLINDER PRESS

Insures Accurate Register on Every Cylinder Press Job
Increases Output of Press Fully 20 Per Cent
Can be Fed by Boy or Girl—No Skilled Press Feeder Required
Waste Reduced to Minimum. Quality of Work Greatly Improved
No Machine Work Required to Attach to Any Cylinder Press

SEND FOR CATALOGUE AND PRICE-MENTION INLAND PRINTER

Manufactured by

HOBBS MANUFACTURING COMPANY

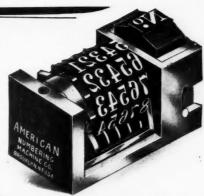
WORCESTER, MASS., U. S. A.

PERFECT MACHINE of the very highest grade - possible. Steel throughout. Every machine tested in a printing-press and guaranteed accurate.

Price, \$5.00 Price, \$6.00 Wheels

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO. 224 & 226 Shepherd Ave., Brooklyn, N. Y. 119 W. Madison St., Chicago, Ill. 2 Cooper Street, Manchester, England



**AMERICAN MODEL 30** 

#### Talbot's Composition Truck Rollers

For Gordon Presses Means Larger Life to the Press, Also More and Better Work



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly without slurring. Make press run noiseless. If you can not buy from your dealer send direct to me.

J.W.TALBOT

401-405 South Clinton Street, CHICAGO

#### Typesetting Machine Engineers' Journal

23 Duane Street, New York

A monthly magazine devoted to composingroom machinery, edited and published by practical

Complete patent records of inventions applicable to typesetting and typecasting machinery in all countries—a feature.

\$1.00 A YEAR



Rouse Paper Lift

#### If the Rouse Paper Lift Is Good Enough for Chicago's Greatest Color Printers-How About You?

The Manz Engraving Co. (Hollister Press), Chicago, have in use or on order-22 Rouse Lifts

The American Colortype Co., Chicago Plant—16 Rouse Lifts. The American Colortype Co., New York and Newark — 13 Rouse Lifts.

Max Lau Colortype Co., Chicago — 12 Rouse Lifts.

Regensteiner Colortype Co., Chicago — 5 Rouse Lifts.

Franklin Company, Chicago — 2 (to start with).

The Excelsior Printing Co., who specialize on big edition work, have 10 Rouse Lifts.

A lot of other printers are trying out the Rouse Lift by putting in one and watching it, just as these printers did.

Your Whole Day's Stock Is Lifted to the Feed Board All at One Time

This saves 25 to 35 hand-lifts, and you know how many minutes they average.

From the Rouse the feeder slides twice as heavy a "take" as he could carry up the steps, in less than 1/4 the stoppage time.

You will get 1,000 to 1,500 more impressions per day by using The Rouse Paper Lift.

Send for our book.

H. B. ROUSE & COMPANY, 2212 Ward Street, Chicago



Style o Duplex O-A Automatic Striker Ruling Machine

THIS cut shows our Style 9, 2-beam O-A Automatic Striker Ruling Machine with Manifold Double-shaft Pen-underlift Device. With this machine the pens can be lifted or dropped from four or more distinct headlines at one feeding of the paper, often saving from 100% to 200% in time on complicated work.

#### The W. O. HICKOK MFG. CO.

Manufacturers of Book Binders' and Paper Rulers' Machinery

Established 1844.

HARRISBURG, PA., U. S. A.

MILLER & RICHARD, Sole Canadian Agents.

Increase Your Sales—Decrease Your Losses
Consult the Specialists Who Know

## Seventeenth TYPO

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

#### The Typo Mercantile Agency

General Offices, 160 Broadway

New York



#### CAN'T TIP OVER

Do YOU suppose that piano manufacturers would trust pianos worth several thousand dollars on a Revolvator if they thought it would tip over? This piano manufacturer has found that he can now tier crated pianos two and three high, without any rough handling, and that his labor costs have been cut in half. Revolvators are now being used for storing rolls and reams of paper, boxes, barrels, crates, etc.

If you are not familiar with this modern cost-reducing, labor-saving machine, write to-day for a copy of our book I. R., "Scientific Tiering." Also ask us if a **Revolvator** could be used for handling your material. N. Y. Revolving Portable Elevator Co. 351 Garfield Ave., Jersey City, N. J.

# The Boston Wire Stitchers



EXTRA profits make their appearance with the installation of Boston Wire Stitchers. This has been demonstrated repeatedly in binderies in all parts of the country. Bostons are simple—the operator cares for them; Bostons are rapid—yielding increased product; Bostons are durable—running for many years with slight maintenance expense. The prudent printer or binder will always select Boston Wire Stitchers



FULL DETAILS REGARDING THE BOSTON WIRE STITCHERS WILL BE SENT UPON REQUEST

American Type Founders Co. GENERAL SELLING AGENT

# 5000 in Daily Use



The simplest and the fastest composing machine for all kinds of composition.

The only composing machine with a by-product—type for the cases—to be cast in spare time.

The only machine with a matrix equipment that makes its owner independent of the type founder for all type and spacing supplies.



# THE MONOTYPE

The Only Composing Machine and Type Caster

TART with the Type Caster and cast your own type and spacing material. The initial investment is \$1950.

Next to a composing machine that sets and also casts type the Monotype Type Caster more nearly answers the requirements of a small, medium or large shop than any type caster the printer can buy.

When you need a composing machine to set type in justified lines on the galley—straight matter or intricate matter—add the composing feature to the Monotype Type Caster without impairing the value of the Type Caster as a producer of type and spacing material. You then have the Standard Monotype Composing Machine and Type Caster.

If it's a composing machine or type caster you are thinking about remember that there's only one model Monotype and it's always the latest model, because our unit system of construction brings the earliest Monotype up-to-date, protecting your investment by eliminating depreciation.

Make your type caster or composing machine experience start with the versatile Monotype, the machine with the faces, over 1050 different fonts. It helps you grow because it helps you sell.

# Lanston Monotype Machine Company Philadelphia

New York World Building W

Boston Wentworth Building Toronto Lumsden Building Chicago Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

29



#### THE CALCULAGRAPH

Has been recording Elapsed Time-actual working time - in this bindery over ten years.

It has saved a lot of money and has never made a clerical error.

OVER TEN THOUSAND IN USE

Ask for our free booklet, "Accurate Cost Records."

CALCULAGRAPH COMPANY 1460 Jewelers' Building New York City No More "Short Count"-No More "Over-Runs"-

GANCHER

Automatic ( **Press Counter** 



REDUCES pressroom expense and prevents costly complaints from customers as to quantity printed.

Greatest capacity at lowest price.

The new re-setting feature clears all registers simultaneously. Counter operates on same me-chanical principle as our "GOLDEN GEM" Adding Machine-proven perfect by ten vears' use.

Adapted to all presses, binders, stitchers, etc. Special Counters for all purposes. Write us your needs.

Automatic Adding Machine Co. 146 Duane Street, New York

The Value of a Press Depends Built in Five Sizes

From 20 x 30 in. to 30 x 44 in.

Upon the Character of ItsWork

and printers, specialty printers and boxmakers know just what The Gally Universal Cutting and Creasing Presses stand for.

When you buy a "Universal" you add to your equipment an asset that will not contin-ually stare at you as an "eye-sore," but an investment that will produce high-class work every day in the year.

The Gally Universal Cutting and Creasing

the best known for satisfactory services.

Our presses embody all of the features recognized as necessary to perfect printing-press

construction, results, etc., and are made with sufficient strength to withstand long and powerful service; therefore, if you are on the market for perfect cutting and creasing on any stock the GALLY will answer the call.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request

The National Machine Company, Manufacturers, Hartford, Connecticut

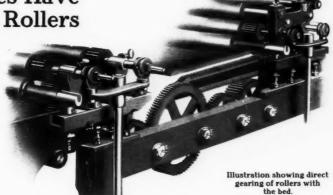
Sole Canadian Agents-MILLER & RICHARD, Toronto and Winnipeg

# **Better Distribution** on a Cottrell Press

#### **Cottrell Presses Have** Six Vibrating Rollers

Other Presses Have Only Four

All metal rollers on the Cottrell are direct geared with the bed, making their surface speed uniform with the table and form.



UCH a distribution means that the ink when it reaches the form rollers on a Cottrell New Series Two-Revolution Press is as thoroughly distributed as it is when the ink reaches the form on other presses. This is an important feature in the handling of high-grade work and saves time during make-ready and during every hour of the run besides giving an output superior to work obtained on machines having inferior distribution.

Other Indispensables that make the work on the Cottrell easier and more satisfactory:—A simplified convertible delivery that can be changed from fly to face up delivery in three minutes; all composition rollers, except the ductor roller, are interchangeable; a patent register controlling device and still others that are told about in our illustrated catalogue. May we send you one?

#### Keystone Type Foundry

General Selling Agents

Philadelphia Atlanta

New York

Chicago

Kansas City

Detroit San Francisco C. B. Cottrell & Sons Co.

Manufacturers

25 Madison Square, North, New York Westerly, R. I. 343 South Dearborn Street, Chicago

Set in Keystone's Girard and Harris Roman Series with 18 Point Border No. 18019. Printed on a No. 5 Cottrell 

# THE HARRIS ROMAN SERIES

5 Point Font \$2 00

21 A \$0 90 43 a \$1 10

WHATEVER YOU DO, WORKMAN, SEE THAT IT IS DONE WELL Take heart, all who toil! all youths in humble situations, all in adverse circumstances. If it be but to drive the plow, strive to do well; If only to cut bolts, make good ones; or to blow the bellows, keep the iron hot. It is attention to business that lifts the feet higher up on the ladder. Employ thy time well, if thou meanest to gain leisure. 12486

6 Point Font \$2 00

23 A \$0 90 47 a \$1 10

A GOOD WORKMAN IS, USUALLY, A GOOD CITIZEN A Job slighted, because it is apparently unimportant, leads to habitual neglect, so that men degenerate, insensibly, into bad workmen. Training the hand and the eye to do work well, leads individuals to form correct habits in other 123456

8 Point Font \$2 25

22 A \$1 05 43 a \$1 20

STOOD THOUSANDS OF DEGREES OF HEAT A severe test of fireproof construction was made some time ago on a sky-scraper, sixteen stories high. The architects were directed to 123456789

9 Point Font \$2 50

22 A \$1 20 44 a \$1 30

HUNDRED ENTRY BLANKS FURNISHED Athletic events arranged to take place at the Picnic given by the Broad Street Church next Wednesday, September the Fourth 1234567890

10 Point Font \$2.50

20 A \$1 15 40 a \$1 35

ELEMENTS CREATE GREAT DAMAGE Fierce wind and rain storm devastated the country for miles about; houses unroofed and many trees uprooted last night 123456

12 Point Font \$2 75

17 A \$1 30 35 a \$1 45

RUSHING TOWARD THE BEACH Ocean breezes are a delight after a torrid day in the crowded city 12345

14 Point Font \$3 00

13 A \$1 40 28 a \$1 60

ADMIRE STYLISH WOMEN Handsome gowns displayed at the Ortone Horse Show 123456

18 Point Font \$3 25

10 A \$1 55 21 a \$1 70

MONSTER CAPTURED Giant Quadruped in Toils

20 Point Font \$3 25

7 A \$1 55 14 a \$1 70

REAPS HARVEST Farmer is Delighted 24 Point Font \$3 50

6 A \$1 75 11 a \$1 75

CLOUDS ARE MOVING Thunder Storms Brewing

30 Point Font \$4 25

5 A \$2 05 10 a \$2 20

GARDENS BLOOM Nature's Gala Attire

36 Point Font \$5 00

1 A \$2 60 7 a \$2 40

WILD BEASTS Animals Chained

42 Point Font \$6 25

1 4 60 05 5 60 00

FRUIT SOLD Choice Basket

18 Point Font \$7 50

3 A \$3 90 6 a \$3 60

Hired Bands

60 Point Font \$9 60

A \$6.00 4a \$1.60

POUNDS

72 Point Font \$11 35

3 A \$7 00 4 a \$4 35

Counted

KEYSTONE TYPE FOUNDRY

PHILADELPHIA

NEW YORK

CHICAGO

DETROIT

ATLANTA

KANSAS CITY

SAN FRANCISCO

# Buckeye Gvers Single and Double Thick

It requires only a brief examination of any representative collection of up-to-date Catalogues, Booklets, Folders, etc., to show you that in this class of advertising the predominant papers to-day are BUCKEYE COVERS.

They are used oftener than any others because they can be used more profitably than any others—because they pay better, on both sides of the printers' counter.

They are the only high-grade covers used extensively by the large mail-order houses.

They are also the only "cheap" covers used extensively in the manufacture of high-grade Catalogues and Booklets. (One out of every five of all automobile catalogues issued this year had a BUCKEYE COVER.)

The price, on the one hand, is low enough to make BUCKEYE COVERS attractive to those advertisers who must keep their costs down. The quality, on the other hand, is high enough to make them attractive to those advertisers who want the most effective printed matter they can get, regardless of its cost.

The value represented by this unique combination of high quality and and moderate price,

is the reason why you, as a progressive printer, can give more for the money, and at the same time get more for your work, by using BUCKEYE COVERS.

The "Proofs" will be sent you free by prepaid express if requested on your business letter-head. Our new book, "The Principles and Practice of Direct Advertising," now in process of manufacture, may also be had for the asking.



#### THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

#### THERE'S A DEALER NEAR YOU:

	-
BALTIMORE Doble	r & Mudge.
BIRMINGHAM The V	
BOSTONThe A	
BUFFALOThe A	
CALGARYJohn I	
	r Paper Co.
( lame	White Paper Co.
CHICAGO	Butler Paper Co.
(The C	hatfield & Woods Co.
The F	iem & Wing Paper Co.
CINCINNATI	Vhitaker Paper Co.
The C	in'ti Cordage & Pa. Co.
(mt 1	1 D
CLEVELAND	entral Ohio Paner Co
COLUMBUS The C	entral Ohio Paper Co.
DALLAS South	
DAYTON The	
DETROITThe U	
DES MOINES Carpe	
DENIVED The D	store Dance Co

EDMONTON John Martin Paper Co.
GRAND RAPIDS Central Michigan Paper Co.
HOUSTON Southwestern Paper Co.
HOUSTON Southwestern Paper Co.
INDIANAPOLIS C. P. Lesh Paper Co.
(Indiana Paper Co.
KANSAS CITY Graham Paper Co.
LOS ANGELES Zellerbach Paper Co.
MEMPHIS Tayloe Paper Co.
MIDDLETOWN, O. The Sabin Robbins Paper Co.
The E. A. Bouer Co.
MILWAUKEE The E. A. Bouer Co. Standard Paper Co.
MINNEAPOLIS McClellan Paper Co.
MONTREAL Howard Smith Paper Mills. Ltd.
NASHVILLE Graham Paper Co.
NEW ORLEANS E. C. Palmer & Co.
NEW YORK. Henry Lindenmeyr & Sons,
32-34-38 Bleecker Street.
OAKLAND Zellerbach Paper Co.
OKLAHOMA CITY. Western Newspaper Union
OMAHA Carpenter Paper Co.
Olivini in

PHILADELPHIA Garrett-Buchanan Co.
PITTSBURGH The Chatfield & Woods Co.
The Chatfield & Woods Co.
PORTLAND, ORE. Pacific Paper Co.
RICHMOND, VA Richmond Paper Mfg. Co.
ROCHESTER The Alling & Cory Co.
ST. LOUIS Graham Paper Co.
ST. PAUL Wright, Barrett & Stilwell Co.
SALT LAKE CITY Carpenter Paper Co. of Utah.
SAN FRANCISCO. Zellerbach Paper Co.
SEATTLE Richmond Paper Co.
SPOKANE American Type Founders Ce.
SPRINGFIELD, MASS.   The Paper House of New England.
New England.
TOLEDO The Central Ohio Paper Co.
TORONTO The Wilson-Munroe Co., Ltd.
WINNIPEG John Martin Paper Co.
FORFION OF LINO ACENTO

FOREIGN SELLING AGENTS
Henry Lindenmeyr & Sons, London, England.



Kow slow, how slow! Some nineteen hundred years ago The Cruth of Life was given.

From low, how low, Den bend in sin and wrong and woe! How far away from Meaven.

Now far, how far, Nope living gleams, as gleams a star, Chrough death and desolation.

How high, how high, Arises yet the faithful cry Yoel, Chou Consolation."



# The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

Terms: United States and Canada, \$3.00 a year, in abbance. Foreign, \$3.85 a year.

₩ol. 52

December, 1913

£0. 3

#### Why I'm Not a Printer

By Harry W. Dennie

AM not a printer, nor a pressman, nor a stereotyper, nor a mechanical man of any sort, though I wish I was, for believe me, any of them has the average "newspaper man" skinned several hundred times when it comes to the matter of wages, or hours, or both.

yes, and even done "desk" work on some daily for eighteen or twenty dollars a week where the "machine man" didn't draw a cent less than twenty-four dollars, and from that up to thirty dollars, and sometimes even more. It was the same with a good man in the "ad." alley anywhere in the far West, and also with pressmen and stereotypers.

Now, in the afternoon of life, my chances of learning a trade are, of course, gone. But, at any rate, I have the satisfaction of knowing

that I made strenuous efforts in my youth to "connect," for at different periods I had ambitions by turns to be a printer, a pressman, or a stereotyper. Fate, however, rudely thwarted me in each instance, nipping my desires ruthlessly in the bud, as it were.

I began life at the age of thirteen in San Francisco as a "boy" in a merchant tailor's store, where I lasted three months. One day the idiot, not being apparently aware of the



I lasted three months.



stupendous bargain he had in my services, "canned" me. Next I was a district messenger boy, but, again, the fools at the head of the office couldn't appreciate my sterling worth and in a month I was "bounced."

After loafing a week or so I spied a "boy wanted" ad. in a daily paper. The place was a job shop — one where they printed several trade papers. "Ha!" thought

I, "I'll be a printer." I got the job, and was set to cleaning up the office of the concern. I didn't know until then just how dirty a printing-office could be. Evidently the last "boy" hadn't overtaxed himself, or-bright thought-maybe they never had any "last boy." The place certainly looked it.

However, I was "on the job," and won golden encomiums from the boss when I finished. "Gee!" said he, "you're sure the best boy we ever had here." You see, I certainly learned to sweep and dust in the tailor's shop if I didn't learn anything else. At noon, as I was going to lunch, I timidly asked what my wages were. Up to that time I hadn't had the nerve to inquire. "Two dollars a week's what we generally start 'em at," was the crushing reply of the boss. I said nothing, but went out - and never went back. Two dollars? Not for little Hennery. The tailor had paid me four, and the messenger office was a little better than that. Perish the idea! "Darn the printing business, anyway," said I.

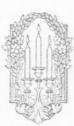
Next year, when just turned fourteen, I went up to Portland, Oregon, and eventually got a job in a bag factory. They had three cylinder

color presses there, but although I stuck to my place over two years, the longest I ever stayed on one job—or in one town since — I was never able to get into the pressroom. And I wanted to, because I had decided that my vocation in life would be that of a pressman. Not in the factory, though. Never. I'd get on a daily just as soon as I could save enough to get back down to dear old 'Frisco. Although the fare then was only twenty dollars it took me two years to do that because the billiard and pool tables in Portland had to



be paid for some way and I manfully bore my share in helping.

My appetite for newspaper presswork had been whetted by the description of the job of the head pressman of the San Francisco Chronicle, then by far the biggest sheet in the West. This description had been given me by one of the pressfeeders in the factory.



"That head pressman gets seventy-five dollars a week, and has a little office, with a Brussels carpet, to work in. He never touches his hands to a press," said my informant. That settled it, and for two years I dreamed of some day getting that fellow's job. After I returned to 'Frisco and visited the pressroom of the Chronicle one night, I knew that the Portland boy was a base fabricator. He had deceived me. There was no "office with a Brussels carpet," and the hands of the head pressman were so dirty that I knew he couldn't possibly keep a set of books. Besides, I didn't see any books there. Also, I found out later that he didn't get seventy-five dollars, nor hardly half that — this was back in '86, you know. "Shucks," said I, "I'll not be a pressman." Exit another dream.

Later on that summer I got another job, this time in an electrotyping and stereotyping factory, starting at five dollars a week. The place employed about twenty hands and was run by a couple of partners, the senior member being a choleric, white-headed old gazabo, who, for some reason, always regarded me with what I conceived to be unfriendly eyes. Part of my duties were to act as errand-boy and lug



Lug forms around to the various job shops.

forms around to the various job shops in the city. This I didn't like, for they were always heavy. The junior partner, a German with a pronounced accent, was thrifty - very. My first name is Harry, but that always "got by" him.

"H-e-n'-n-e-r-y", he would say, "go up by de I X L sdore yet und ged me some tobaggo." He'd hand me twenty-eight cents in exact change, because there they sold a thirty-cent sack "marked down." And that was the only place in San Francisco where you could pass pennies for tobacco then. They were rare on the Coast at that time.



He was a constant smoker, and a sack usually lasted him two days. But he never gave me a cent in tips. Wherefore I early learned to despise frugality.

One day, after I had been in the shop about five weeks, I was introduced to a new job. This concerned some process connected with electrotyping. I have forgotten what, but one item was to pour boiling water over a sort of

sheet, something like a matrix. An ordinary teakettle holding the cold water was set in a big basin of metal, the operator holding the handle meantime, and in a few seconds the contents were boiling. Then the kettle would be removed and the pouring process gone through.

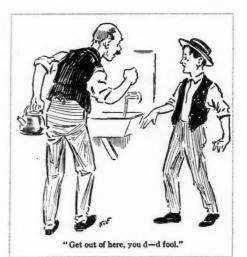
I did this successfully for several days. Then one day I didn't. A piece of rubber hose about a foot long was attached to the faucet, and after the kettle had been filled and the water turned off, it was customary to shake the hose and let the remaining drops fall into the kettle before removing the hose. That prevented any of the cold water

getting into the metal and thereby creating a "ruction."

That bright, particular day I forgot to shake the hose, and "pouf"—
in a second the red-hot metal had spattered all over my face and in my
front hair, for I was wearing a straw hat tilted away back on my head.
I had some hair then, incidentally. Now — but we'll pass that painful
subject, please. Miraculously, none of the stuff entered my eyes,
though I was almost blinded temporarily by the shock and the hot
metal getting all over the rest of my face. Naturally, I dropped the
kettle handle and staggered away, while the old boss rushed over and
rescued it just in time to prevent it capsizing entirely. Then he spoke

to me in what seemed to be an irritated tone. "Get out of here, you d—d fool before you kill yourself and everybody else—and stay out." The abruptness of his manner and the expression of his face convinced me that it would be just as well to ignore his unfeeling words, so I left, merely stopping at the cashier's window to get my wages.

And I then and there concluded that I would never be a stereotyper. But, as you see, I did the best I could to be a mechanical man. Didn't I?



#### Costly Tricks of Style

By an Old-timer

AM the same old-timer that could not come back, and I have something more to say about old times, but still more of the present and the future. The establishment where the con-

ditions as to time, etc., did not suit me, furnishes the basis of this writing, also, which likewise deals with matters that affect efficiency. Here was a printing-office where economy was the

fetish of the management, with some tricks of fad and fancy which to my old-fogy mind were sadly obstructive to efficiency.

Economy as used here should not be understood to mean merely procuring everything as cheaply as possible to keep down expense. Every one knows nowadays, or learns at great cost, that that is false economy. Real economy is thrifty management that insures final good results with the least possible waste. Sometimes this kind of economy demands high initial expenditure, but great care in selecting. And this is as true of the hiring of men as it is of making purchases, whether of materials or machinery. In the office of which I write, the best material was always bought, and plenty of it, and the best men were always sought, and they were well paid, though some were, as I think, overworked.

Those who were especially overworked were the proofreaders. It is a very strange thing to me to see the difference in estimation of the proofreader between the present and the old time. All my earlier experience had shown the proofreader generally, though not always, esteemed as a man of so much mentality that his working hours should necessarily be shorter than those of purely mechanical workers. I hold strongly to this old-fashioned notion. A conscientious mental worker simply can not in the long run work up to his full capability a regular nine-hour day. He is like a race-horse that can run a very fast mile, but can not run a second mile so fast. I am confident that a good, conscientious proofreader will do as much and as good work in a week of eight-hour days as in one of nine-hour days, if not more. Really good proofreaders are scarce, and one who really does good work is well worth keeping, even at the expense of high wages and a short day, and much too well worth while to spoil him by slave-driving methods.

The company of whose composition department I now write is composed of gentlemen who would be least likely to desire anything they could think of as slave-driving; yet some things are done in their establishment that I can not classify by any softer term. These things



arise mainly as naturally incidental to arrangements for the guidance of a small army of people whose work can be measured only by the amount of time devoted to it, and who might dislike to see a set of workers in the same room with them favored as to time. For there the proofreaders are ranged along one side of the composing-room, without even a partition. The proofreaders should be in

a separate room, away from the noise and annoyance.

Some of the costly fussiness in that office may have been caused by orders or requests from the editorial or the publishing department, but I suspect that much of it was due to the manager's personal whims. Among the numerous special instructions enforced, those apparently held most important, were mainly relative to matters commonly accounted trivial. Real economy would be greatly furthered by less attention to minute particulars of typography, especially by a lessened demand for strict compliance by proofreaders. This could be partly compensated by securing more careful work from compositors, though of course one can not expect perfection in composition, except from an occasional expert typesetter or operator. So much is demanded of the proofreader in literary verification and correction that it is well worth while to encumber him as little as possible with minutiæ of formal detail of a kind that no one but a printer would notice.

Perhaps I had better specify some of the things I mean right here. Readers were held very closely to these rules: Never allow three divisions in succession. Never pass a division on the last full line of a paragraph. Never let a dash stand at the beginning of a line (strangely, there seemed to be no objection to one at the end). Never leave three lines beginning or ending with the same word. These rules were inviolable, no matter how much work had to be done in correcting.

Each of these rules points out a betterment in effect, and each has had some vogue among printers, but I have never known another office where they were so strictly enforced, regardless of cost. They are the ones which should be enforced among the compositors as far as possible, and from which proofreaders should be relieved as much as possible. I think it worth while to know what T. L. De Vinne says about such things in his book "Correct Composition." Mr. De Vinne is very particular about typography, yet in this book each but one of the rules mentioned is violated. Here are some quotations from the book:

"Long words have to be divided occasionally even in a very broad measure. Although the divisions are unavoidable, the prejudice still holds that the breaking of a word is a misfortune to be deplored when it is not a fault to be condemned." "The time wasted in overrunning and respacing lines to avoid divisions objected to by proofreader and author is a serious tax upon the cost of composition—not less in the aggregate than one-fifth the cost of typesetting alone. To correct the supposed fault, words may have to be spaced wide in one line and close in the next line, to a much greater disfigurement of the composition."



"Assuming that all divisions are blemishes, some printing houses try to put these rules in practice: avoid divisions in three consecutive lines, in the first and last lines of any paragraph or page, in the proper name of any person or place. A strict compliance with all these rules is impracticable."

Mr. De Vinne says elsewhere that "we must be content with approximations to an ideal but unreached standard." In his book is one page on which the first line and each of the last two lines end with hyphens. Where such details are subjected to inflexible correction at any cost there is inevitable and foolish waste.

In the office referred to, three periodicals are produced, each having its distinctive style. Many things must be one way for one of them and different for another. Yet there is no style-card in the office, and all the variations must be remembered by the proofreaders. These periodicals as published show careful proofreading, but it would not be hard to show that just as good results could be had from a much smaller force that was not so much bothered with fads and fancies.

#### Printers of Note—Richard Grafton

By Walter C. Bleloch

NOTHER prominent printer of the early days of the art of whose previous life very little is known, is Richard Grafton, a printer of England, said to have been a London merchant at the time he became interested in printing, and who succeeded Pynson as "King's Printer."

According to some authorities, Grafton was connected with the printing of Tyndale's translations of the New Testament at Antwerp, in 1526, while, according to others, his first effort was with Edward Whitchurch, in 1535-1537, when he, in company with Whitchurch, was connected with the printing of the first edition of Coverdale's translation of the Bible. It is said that but a small edition was printed, and in 1538, according to some authorities, both Grafton and Whitchurch were sent to Paris by Cromwell to have another edition



printed, Coverdale being also sent to edit the work. It is a matter of great regret that the authorities consulted do not all agree upon these most important details of Grafton's early days. There is certainly a variance of opinion concerning the years in which the Bibles in question were printed and also in regard to the different editions thereof.

This second edition, said to have been dedicated to Cromwell, is considered by some authorities as being the first book to bear

Grafton's name and was only completed after strenuous efforts. When the work was well on the road to completion, the French Government ordered it stopped, and seized the type and presses; Grafton, Whitchurch and Coverdale fortunately escaped to England. The sheets that had been printed were ordered burned, but, owing to the cupidity of those in charge of their destruction, were sold to a local merchant for use as wrapping paper. Upon Grafton's return to Paris, he located the sheets and secured possession of them once again; with the assistance of Cromwell



Richard Grafton's Mark

he also bought back the type and presses and moved the entire outfit to England. When finally published, this Bible was known as the "Great Bible," and also as the "Cromwell Bible," by reason of the coat-of-arms of Cromwell having been printed upon the title-page.

In 1540 Grafton was arrested and thrown into prison for printing these two editions of the Bible "without notes," and was released after having been fined and required to deposit a bond not to print or cause to be printed any further editions of the Bible until the king and the clergy could sanction a translation that would conform to their own ideas. In 1543 he received a license to print a number of religious and educational works, losing the license in 1553 when he published the proclamation of Lady Jane Grey, and for which he was once again thrown into prison.

Grafton, while in prison, improved his time arranging a history of England which he published in 1562, and which appears to have been his last work of importance, although Grafton is best known by his work in connection with the printing of the English Bible. A few years later he met with an accident, as a result of which he was lame for the rest of his life, dying about 1572.

All told, Grafton is said to have published about sixty works, most of them bearing his unique imprint, consisting of a tree grafted onto and growing out of a tun.

#### "On the Street"

£0. 3

By William Ernest



NOW boast of a few steady customers—that is, I have become acquainted with the buyers for several concerns and visit them regularly, occasionally landing orders and semi-occasionally losing them. But "it's all in the game" as the old saw goes.

them. But "it's all in the game," as the old saw goes, and I want to be placed on the amateur's record as saying

that "selling printing is some game."

It is actually pitiful to see how some printers, especially the little fellows, will rush headlong into poor health and bankruptcy in order to keep busy. They will give figures which, according to our cost system, barely cover cost of stock and presswork. I recently lost a job of ten thousand six-sheet sets of order blanks because, as I found out afterward, the printer who underbid me had, with the help of his wife and daughter, gathered the sheets at night and charged nothing for that operation.

At this stage I bring in perhaps one-fifth of the work I figure on, but that proportion will no doubt be increased by further experience.

I am developing a little self-confidence, stick-to-it-iveness, and aggressiveness when necessary, besides learning more about estimating and cost accounting every day. Perhaps after all I will make a success of this venture. Here's hoping.

In the last few weeks I have learned some of the "tricks of the selling game" — as one old-timer expresses it — some by actual experiences, others by hearsay. "There is more than one way to skin a cat," and I have found that the more a salesman knows about the "ins and outs" of the business, the more pelts he gets.

Some time ago one of my customers telephoned for me to come over and give him a price on a reprint of ten thousand time-sheets, printed on light-weight ledger stock. As I was leaving, our office manager told me to bring back a clean sheet, if I could, and not to fold it. I had no idea at the time why he should make this request, nor did I ask, for I knew he would explain later. Fortunately I was able to carry out his instructions, as my customer, bless his heart, did not require that I should give a price without careful consideration of the job. He is one of the few buyers I have met who will admit that many concerns get their printing done cheaply by calling in ten or a dozen salesmen and giving the work to the one who makes the biggest mistake. That, in my humble opinion, is one of the reasons of so many failures among



small concerns and of so much cut-throat competition. The large buyers use the selling power of their firms to get cheap prices on their printing. One must admit that the greater the amount of printing a firm gives out in a year, the more anxious printers are to get the work and the greater is the competition.

But I am wandering. When I returned to the office and handed the time-sheet to the office manager, who, by the way, O. K.'s all my estimates, I was surprised to find that he figured on having a zinc etching made from the printed sheet. This would cost \$3, whereas if set up by hand the composition of the job would cost, according to our selling price, about \$9. I got the job.

To experienced salesmen, this may be an old stunt, but it strikes me as rather a good idea to cut down cost when the copy is well printed

and will allow of a good, clean reproduction.

On many forms of order blanks, bills of lading, etc., the amount of the last run, the date, and the initials of the firm are indicated in small letters and figures. If a salesman is figuring on work of this kind and wants to know about what the customer would pay for a job, he can, as I am told some do, call up the printer, representing himself as the customer, stating that he is contemplating reprinting the form and, having lost the last bill, would like to know what it had previously cost him. Many printers are too foxy to be caught by this scheme, and any salesman who would resort to such an underhanded method ought to be caught, but it is a trick, nevertheless.

Sometimes a printer will take advantage of the ignorance of a customer. One of my customers recently told me of an experience he had with a concern of this kind. It is an illustration of poor business principles, and no doubt was perpetrated to cover up a mistake in estimating. This particular printing firm makes a specialty of offset work. The buyer had very little idea of offset printing, but, knowing it to be a modern process, and he being a progressive business man, thought that perhaps an advertising booklet gotten out by this process would prove timely and profitable. So he placed the order, paying a stiff price for offset work. About three months after the booklets were delivered he happened to notice that there was an impression on the pages. The fact of the matter was he had gotten a very cleverly handled letter-press job, but had paid for offset work. It goes without saying that said printing firm has, for all time, lost this man's business. So did it pay to cover up, as we will suppose, a wrong estimate on one job and lose a good customer's future patronage?

This same buyer told me of another experience which illustrates

the value of service. On giving an order for five thousand twenty-four-page booklets he specifically stated that delivery was to be made not later than two weeks after the date of the final O. K. He had been doing business for several months with the printer to whom the job was given and did not require a written quotation, which, by the way, would have protected him in this matter. It



took five weeks for the job to go through the shop — a half-million dollar plant - and by that time the advertising value of the booklets had been materially lessened, as they were a little out of season. So I reiterate that, in my experience, price is the first consideration with most buyers, quality next, service last; and, by the way, I haven't as

yet been contradicted.

It is a very simple matter for one who is not selling printing, but who has good ideas about what constitutes quality, to sit inside and contradict the fact that price and service cut such a figure. No doubt a good salesman can convince many customers that quality pays in the long run, but it takes a long time to educate a man to appreciate the value of high-class work and wean him away from the all-present commercial outlook.

It is a time-worn stunt for some salesmen to give low prices on a new customer's work, then to raise the prices to normal when he feels that he has the business coming his way. I tried this, but perhaps I was not clever enough to carry it through, for the buyer told me point blank that he knew what I was trying to do and that he had had too much experience in buying printing to allow a salesman to put anything like that over on him. In this respect, I have learned my lesson and am wiser for it.

I know exactly at what price I must sell composition to make a profit for the firm, what I must charge for cylinder and platen presswork, cutting stock, bindery work, etc., and to give prices lower than these costs is to disregard the value of cost systems and place my house outside the ranks of legitimate printers who have organized for the purpose of establishing a uniform cost system.

At one time I had the privilege of figuring on two hundred thousand two-fold circulars to be printed in two colors. As is the usual custom in our office, and it is a mighty good one I believe, the quotations were carefully typewritten to include every operation that the job would go through. The folding was quite a consideration, as it necessitated hand work. I submitted our quotations in person, to be informed that my price was entirely too high, but was asked to revise my figures if possible. A natural curiosity impelled me to inquire into the details



of my competitor's quotations, and, lo and behold, he had not included the folding of the job. Perhaps he could have folded it cheaper than I, but the buyer immediately lost confidence in him and gave me the work without asking for a revised quotation from the other printer.

Perhaps this was a trick, and perhaps not, but in any event, it came near going through, and one can imagine what the outcome would be. The folding could have been charged for extra.

Some of the ways and means printers devise in order to secure work would make very interesting reading, and I trust that there are some experienced salesmen who will get as far as this paragraph and enlighten us poor amateurs. Not that these tricks do any good particularly, but it is no harm to know them, for sometimes we can protect our customers through that knowledge.

There is no better way to study human nature, I believe, than to go on the street. Tacked in a conspicuous place on the desk of one of my customers is a sign which is characteristic of the man. It explains in a humorous tone how his time is taken up. This is the card:

#### OFFICE HOURS

Collections of church subscri	ptic	ns			o to	10		
Agents and advertising men					10 to			
People with funny stories					II to	12		
Ladies with tickets for sale					12 to	4		
People with brain storms					4 to	5		
Balance of the day for miscel	for miscellaneous work.					We attend		
to our own busin	ess	at r	night	t.				

The first call I made on this buyer was between the hours of four and five, whereas, as can be seen by the card, I should have called between the hours of ten and eleven. But I had spied that card, and with all the reckless abandon of a Smart Aleck salesman, I stated that I had a brain storm and had the privilege of calling on him at that time. Nine men out of ten would have told me to go where the snow never falls, but it just happened to hit his funny bone, and, therefore, through poor judgment I have made one customer.

Sometimes a salesman can suggest to a customer ideas that will effect a great saving of money, and I had the chance one time to do this when asked to submit a price on a sporting-goods catalogue. The catalogue of the previous year contained many illustrations and was gotten

up in a way that necessitated running the matter around the cuts, which, of course, makes composition very expensive. I suggested that the cuts be arranged together at the top of each page and numbered, with the descriptive matter keyed below with the same numbers. That would practically make the composition straight matter, still getting all the illustrations into the page in a neat and pleas-



ing manner. Of course, this is not an original idea by any means, but

it seemed to take very well with the buyer.

It has been my observation that the majority of printing salesmen pay too little attention to the work in which their customers or prospective customers are engaged. I have developed an idea which seems to be working very nicely. From magazines and trade journals I cut out the advertisements of concerns in my city that use printed matter; then I make a study of their advertising, and on the first call can talk somewhat intelligently about their business — if I get the chance. I know whether they do any circular advertising or use any catalogues or booklets, and that is a great help. All of my cut-out advertisements I arrange alphabetically in a letter file, and keep a memorandum of the results of my calls on "prospect follow-up cards," which I always carry.

By looking over the magazines and trade journals each month a salesman can get a line on what specialty his customers or prospective customers are boosting, and this sometimes offers good suggestions for preliminary ideas.

#### Advertising Printing—A Profitable Field

By Cherett R. Roeber

HE average business man wants to spend just as much for printing for advertising purposes as will pay him. To this man the cost of advertising printed matter is an expense or an investment, and it must yield a return before he can count it a profitable outlay. Many live business men have tried it and dropped it. It did not pay. Every time one of them dropped out, the printers lost business. And sometimes it was the fault of a printer that it did not pay.

Not only ought these derelicts to be brought back into the fold, but there is a world of new business that can be created. Right here is an opportunity for real salesmanship — not simply picking up orders, but creating new steady users of printed matter.



But the man who lands this business must be more than a mere solicitor, picking up waiting orders. He must be master of his trade; must know its possibilities and its limitations. He must know business in general and printing in particular, and be able to mix brains and originality with ink. This kind of man has an unlimited field for flooding the shop with new business, for the

business man is waiting with open arms for new ideas that will increase

his profits.

The key-note of advertising printing is consistency. The printed matter should reflect the personality of the house issuing it. It should be in keeping with the merchandise advertised. It should also be remembered that not all goods are of such a nature that their sale will support expensive literature. A piano house might profitably indulge in a catalogue costing as much as \$1 a copy. But if a firm making a single article selling at \$1 or \$1.50 attempted a catalogue like that it would be simply a quick route to the bankruptcy court.

This does not mean that the printer ought to discourage the use of high-grade printed matter. Far from it. But it does mean that the printer, knowing the price within which it is desired or is necessary to keep the job, ought to make an earnest effort and use his wits and

ingenuity to keep within those bounds.

Help your customer to make his advertising pay. Help him to keep down his printing costs. Don't persuade him to cheapen his printing. On the contrary, use your efforts to prevent this. But do everything within your power to see that he obtains maximum results at minimum costs. This will make the use of printed matter a paying proposition, and the customer will use more of it. So the printer in the long run will profit generously.

This is where the printer can put a clincher on future business. If he makes the buyer's interests his interests, he will find the buyer glad to advise with him and let him shoulder some of the responsibility. For all of which the printer gets more business and a good profit.

> THE CLERGY GIVES US GHOSTLY AID, THE DOCTORS SAVE OUR HEALTH, THE LAWYERS SAVE US FROM THE LAW, BUT-

> > THE PRINTER

MAKES

OUR WEALTH!

# Increasing Business in the Country Newspaper Office

By Binton Gilmore

DITORS of country newspapers sometimes bemoan the hard times that beset the rural journalist. As a rule, though, most of them are "sawing wood" and laying something by for a rainy day.

A Louisiana editor decided to attract general notice for his weekly paper. He secured a polling list of the parish and, after three weeks of inquiry and preparation, printed a special edition which contained a "personal" of some sort or another about every mother's son of legal age in the parish. Such prodigious industry was rewarded within a month by seventy-five new subscriptions from folks who were pleased at seeing their names in the paper.

An Illinois publisher was troubled by a circulation list that contained much "dead wood." It was decided to strip the list. Two weeks before this was done an intensely interesting serial story was launched. After two issues the "deadheads" were cut off, with the result that some twenty cash subscriptions came from those who were finding the serial of engrossing interest.

A Kentucky editor who was well acquainted with the town banker got a list of his depositors. To each depositor, who was not already a subscriber, he sent an unsigned check for \$1, made payable to the newspaper. With the check went a letter which explained: "If you'll sign the enclosed check and send it back in the enclosed stamped envelope, we'll send the *Courier* to you for a year and we'll both be well pleased." The act of subscribing was thus made so easy that a gratifying number signed the checks.

A West Virginia weekly had a job-printing outfit to supplement the general income. Business was slow, but the publisher had ideas. He ordered his printer to set up a letter-head and envelope return forms for a leading general store in the town. It was a well-arranged job, and printed samples were sent to the merchant with this note: "We'll send you one thousand of these letter-heads and one thousand envelopes for \$8.50 if you'll order right away." The plan proved a success; and now, whenever work runs low, forms are set up for "John Burkhardt, proprietor Maplewood Farm," or "Silas Mayfield, dealer in Fancy Poland China Hogs," and the ruralists are so progressive these days that enough business is fished up from the farms to keep the print-shop fairly busy.

# Our Christmas Tree

By C. H. M.

On Arbor Day us kids all go to planting trees, and sing

How wonderful the providence that fruit and blossoms bring.

Our teacher always says that we are like the busy bees

If we kind thoughts and wishes have, and do not fight or tease.

The bees they bring the pollen stuff and dust it all about,

And then the trees begin to sneeze and blossoms all pop out.

So if we spread kind thoughts and deeds just as the bees do pollen

We'll help the world along a lot and cheer the sad and fallen.

I didn't plant a Christmas tree, but now I wish I had,

To sprinkle it with all I wish to make folks all be glad.

I'd wish and wish to Christmas time, and then right on the tree

They'd see the things I wished for them and what they'd wished for me.







MAN makes the world he lives in. Christmas is the season of feasting and jollity. It is the season of moral housecleaning, when a determined effort is made to sweep out enmities and cankerous feelings and let in "sweetness and light," sprinkling the dust of discord with the waters of reconciliation. While these suggestions are holding your attention, dear readers, we want to wish you all "A Merry Christmas and a Happy New Year."

#### On Having No Talent.

We want to offer a word or two of encouragement to such of our readers as belong to that numerous body of workers who give up striving to acquire skill in any handicraft or accomplishment because they think they have "no talent" in the particular line they abandon. Suppose we look at the imaginary condition in this way: There is nothing in the graphic arts that I can afford to ignore. There is no crumb of information that I can afford to neglect. But — to make myself capable of recognizing and assimilating information and knowledge so that they shall wait on opportunity is the first great need. Let me consider how I am made. My mind conceives. My hands execute. The desire and aim of my mind directs my hands, but if I have not been schooling my hands to obey my mind in other ways for other things their obedience to my mind will not be very satisfactory at first. If because of this I am disappointed and stop further effort, ascribing my failure to my "having no talent," I make a serious mistake. By repeating the same message over and over again from the mind to the hands, the hands learn to obey more quickly and more exactly. The faculties we are born to, so to speak, are not equal. Some of us have feeble bodies and powerful minds; some have feeble minds and powerful bodies. These are the extremes; the variation is not very great in the mass of people. The development of the will to make the best of the human machine, by insisting on regular and sustained training of mind and body to work together, is a need that must be iterated and reiterated for the encouragement of our youth as the road to excellence.

Some printers give up the work of lettering in the I. T. U. Course, for instance, because they say they have no talent. Now, the ability to make a letter leads to so much that is of the greatest importance to a printer that giving up after the first few trials impresses those who know with a sense of regret and pity, such as all must feel at the sight of something valuable being thrown away. "The first step to knowledge is self-distrust," said the writers of "Guesses at Truth." But — "If A'm bate, A'm bate; an' mony a better man than me hes been bate. But ding me, A'll tak the dust out o' him, onyway," the Ulster man said before he fought the miller. And this is the spirit that wins, an undaunted effort in the face of failure; for no man fails until he himself decides.

# The Employee and Cost Accounting.

F. I. Ellick offers a very interesting and stirring suggestion to the readers of the Typographical Journal in showing them the way in which they can aid the good work of finding the cost of producing printing. The importance of reporting the actual time used in doing a piece of work is obvious. The desirability of doing that work in the most economical and effective way is also obvious. The printer is quite willing and ready to do his part. But he has little if any say in how a job shall be executed, and the process of marking his time is not at his discretion. On the face of it, therefore, the effort of the printer to make prosperity for the house he works for is in the right direction, but the openings for the diversion of his efforts are many. A good crew is a big help, but a dunderheaded and greedy captain may lose the ship. However effective and diligent the producing force may be, an inefficient and overreaching administration will nullify its efforts. Yet whatever blame comes from failure comes upon the producing force. If a printer is to prosper as his house prospers, we will have the wage problem settled in good shape. But a dollar or two a week more than the scale and an assurance of continuity of employment hardly reaches the expectations of the man who is told that he "will prosper with the

prosperity of the business." The employee's study of cost accounting will assuredly show him that the end he is holding up is the big end. The eighthour day and the wage increases forced the costaccounting campaign. The printers made this condition. But they also made a condition which makes the opportunity of going into business for themselves increasingly difficult. We are greatly pleased with Mr. Ellick's first effort in the Typographical Journal, partly because we have a partiality for the dramatic, and his name as a contributor to those interesting pages indicates the good time coming, when his ability as an accountant will be enlarged with a knowledge of economics to the advantage of the readers of the Journal and ultimately to employing printers generally.

# The Engraver's Prover.

It is the prover in the engraving house that sells the plate. This is an axiom. The engraver's proof is accepted as the sole evidence of the excellence of the plate. This evidence would not be satisfactory, however, to the engraver himself. He knows better if the printer does not. The printer does not trouble himself much to look below the surface of things. The depth of an etching as affecting its printing quality is to him just so much josh. If the pressman can not get the same result on a cylinder press as the engraver exhibited in his proof, then there is something wrong with the pressman, the ink, the paper, the rollers, the press, or the weather.

Pressmen find the greatest trouble with vignetted engravings filling up in the "phantom" gradations to pure white. This is caused by a weak dot and a shallow etch. The weak dot and the shallow etch are the result of hastening the etching by swabbing and by the side washing of the etching fluid. The test of the plate for these defects is chalking up and rubbing the fingers over the engraved surface, not the etched lines. The depth of the etching will be shown by the extent to which the chalk is retained. If it is readily wiped out the engraving will not print well. Care must be taken to wash out the chalk thoroughly or the plate will gum up in printing. The engraver's proof is all right as far as it goes, but it does not go all the way.

# The Typothetae and the Clubs.

Employing printers will have one organization sooner or later. We learn a little slowly, but repeated bumps tend to inculcate wisdom and discretion. A printer who is not a natural joiner, when asked to join a trade organization wants to know "What for?" After he has been told, more

or less to his satisfaction, he wants to know "How much is it?" When he is informed on this point, he is in a position to figure out how much of the program can be carried out with the contribution the members are to make in initiation fees, dues and assessments. The contribution he himself must make in sustaining the objects of the organization, by his own personal aid, by his regular attendance at the meetings, by the expression of his views, by his vote on all questions, by work in committees, and in all the activities that go to make up the duties of an active member, is all too frequently lost sight of. The average member takes a very flaccid and perfunctory interest in organization work until something comes along that hits him directly in the pocketbook. Then he becomes a critic of all that has been done.

As a matter of fact no organization ever measures up to its possibilities. There will always be backsliders, slinkers and evaders, but good work is done in spite of these. A member may express disgust because he can see no benefit coming from the campaign in cost education. He may have lost some jobs because some brother members took the work at lower figures, and voices the opinion that the organization is just a "come-along" designed to sting the innocent and confiding, such as himself.

A little philosophy must show the folly of this attitude. Cut prices are made not because of organization but in spite of it. The principle can not be blamed because one who claims to adhere to it is false to it. It is disheartening of course to go to meetings and find a scattering few when a full house should be present. Instead of throwing up our hands on such occasions and absenting ourselves from future meetings it is our duty to stick to the idea of organization. It does not matter if you are a member of the Typothetæ, Ben Franklin Club, Master Printers' Association, or Board of Trade. Get to the meetings anyhow. We are all printers. We all want to better our condition. Our aim is the same. Our only difference is the difference of view as to how our object may be best effected. There is surely no need for rancorous feelings, irritation or depression in the outlook. We are going to have one organization some time. The details will have to be thrashed out. Well, thrash them out. Relieve your mind, brother printer, of your views; open your mouth and make your roar against what you think is wrong or for what you think is right. But attend the meetings and do it. Rip up everything you think is wrong, and mightily extol what you think is right, but don't sit back in the seclusion of your office to backcap. Jam yourself forward for one organization.

# The Square Inch.

Area instead of quality as a selling basis was one of the first errors of the first engravers, and those who followed them have been struggling to get away from it ever since. The evil of this error is most notable in colorwork. Going through the Art Institute of Chicago some time ago a visitor observed a student making a study from a landscape painting. The reproduction was very exact, and the visitor commented on that fact to his escort, one of the faculty. He was informed, "Oh, that is a very simple thing - quite easy." But if that simple and quite easy subject was submitted to an engraver and a very complex and uneasy subject also, for reproduction in four-color halftones, the square-inch price would be applied to both. The engraver might make the profit on the easy subject and lose more than his profit on the entire contract on the complex and difficult subject. Those who have not seen a careful etcher at work can not fully appreciate the minute and watchful care that is exercised in order to get an effect that seems in itself absurdly trifling. Nor can they fully appreciate the time and pains expended to acquire that sixth sense which tells when the time of the etch is about right, and that examination of its progress must become closer and closer. Here we come into the realm of art, and art is not measured by the square inch but by art itself. engravers would make more progress, perhaps, if they would add to their cost-accounting educational program a campaign for educating the buying public.

# On the Appointment of James M. Lynch as Commissioner of Labor.

The appointment of James M. Lynch to an important political position in New York State removes from craft activities a figure who made his impress on the sixth industry. During his long term of thirteen years in the international arena Mr. Lynch showed himself a many-sided big man.

In a fight his blows were sturdy and his strategy capable—so capable that the candid George H. Ellis, who opposed him, commended the financing of the eight-hour strike in one of his reports to the United Typothetæ. As a negotiator for his people and a mediator of disputes between employers and employees, the long season of industrial peace in the newspaper field bears witness to his efficiency, for Mr. Lynch can justly claim more than one man's share of honor for that achievement. On several occasions when printing-office employees became panic-stricken and the anticontract men were bent on breaking the bonds,

Lynch was not swerved from the narrow path of duty. In a mist of misunderstandings, surcharged with passion, and amid a gale of invective and vituperation, his voice rang out clear and unmistakable. He repudiated the doctrine "My union; right or wrong, my union!" He faced the distemper of the moment with the emphatic declaration that the union must be right before it would get his support—before he would refrain from fighting it. In the rush of things such deeds are regarded lightly and are soon forgotten. But in so far as the newspaper world is making any demonstration of the feasibility of industrial peace, such acts as these on the part of men like Lynch have made that demonstration possible.

In the upbuilding of his organization Mr. Lynch has done a man's work and done it well. What with its old-age pensions, its mortuary benefits, its home, its immense surplus, the union that was known as slow pay a quarter of a century ago is now regarded as a model of business efficiency by business men.

THE INLAND PRINTER became acquainted with Mr. Lynch when he coöperated with it in developing the I. T. U. Course of Instruction in Printing. Then we got a glimpse of his desire to help his fellow-craftsmen to a better and more satisfactory life and to have his organization actively identified with any beneficial movement. The broad and liberal plan on which that Course is conducted expresses Mr. Lynch's mind on the subject, as he was the author of some of the most liberal features.

Proud as he may be of the tangible evidences of his presidency, when Mr. Lynch closed the door of his office, probably what gave him the greatest gratification was that he left the union at peace with the world. If he had regret, we surmise it was because he had been compelled to fight for what he regarded as the rights and privileges of those whom he served.

Mr. Lynch got his present appointment from the hands of an employing printer—Governor Glynn, of New York—and we feel sure the entire craft will wish him still further honors.

As we understand it, the Commissioner of Labor of New York is required to enforce so-called "social-justice" laws. As Mr. Lynch has spent his life doing for others, we feel it a superfluity to wish him success—he will command it.

MILTON neither aspired to present fame, nor even expected it. His high ambition was, to use his own words, "To leave something so written, to after ages, that they should not willingly let it die." And Cato finally observed, he would much rather posterity should ask why no statues were erected to him, than why they were.— Colton.



"THE CHRISTMAS TREE."



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

#### Engraving Industry and the New Tariff.

J. W. B., Boston, writes: "I have just been looking through my files of The Inland Printer for an article on the new tariff and its relation to the engraving business without finding such an article. Won't you please tell us how it affects our business?"

Answer .- It was expected that the new tariff would be read by every one interested so it was not noticed here. The following items are probably the ones of most interest: Half-tone plates, photogravure plates, photoengraved plates, steel plates engraved, stereotype plates, electrotype plates and other plates engraved for printing, pay a duty of fifteen per cent ad valorem. Steel plates, dies and rolls suitable for use in engraving and printing bonds, stock certificates and securities, are admitted free of duty. And so also are all editions printed from "etchings," "engravings" and "woodcuts" printed by hand from plates or blocks etched or engraved with hand tools and not such as are printed from plates and blocks etched or engraved by photochemical or other mechanical processes. In the matter of supplies: Acids, collodion and zinc sheets pay fifteen per cent of their value. Copper in sheets pays but five per cent ad valorem, while iodin resublimed, and dragon's-blood are admitted free of duty.

#### High-light Half-tone Negatives.

Albert Neumann, St. Louis, writes: "I want some information about making high-light half-tone negatives. The plateholder I use carries the half-tone screen as well as the wet plate. Any help you can give me in this matter will be greatly appreciated."

Answer.-As your plateholder carries the screen as well as the wet plate, it does not seem possible for you to make high-light half-tone negatives with it. The customary way to make these negatives is to make an exposure through the screen as usual and then move the screen out of the way and give a slight exposure to the copy direct in order to close up the high lights so that they may fill up entirely during intensification. You can see the difficulty of doing that with your outfit. Modern half-tone cameras are made to carry the screen in the camera. After the regular exposure is made through the screen, by operating a lever at the side, the screen is moved forward so as to be out of focus while the exposure is made to close up the high lights. Other cameras are made with the screen in the camera but hinged so that it can be swung out of the way during the high-light exposure. The ideal camera for this work would be one that not only swings the screen out of the way for the second exposure, but swings in its place a plate glass of the same thickness, or refractive index, as the glass of the screen, so that there will be no change in

the register between the image reaching the sensitive plate through the screen and the image reaching the plate when the screen is removed. It is only with such a camera that correct high-light half-tone negatives can be made.

# Half-tone and Line Negatives Vary in Size.

"Mystery," London, asks this question of *Process Work:* "Why doesn't a line negative come the same size as a half-tone? I have made negatives for four-color printing—yellow, red and blue in half-tone, with the fourth printing in line. I find the three half-tones register perfectly, but the line is a trifle out."

Answer.— If a photographer will focus a line subject to a certain size and then introduce a half-tone screen and measure the image of the line subject again as it is filtered through the half-tone screen he will find that the size has changed so that the line negative and the half-tone negative, made from the same line subject, in exactly the same focus, will not register owing to the diffraction of the rays of light when passing through the half-tone screen. The way to remedy this would be to use a piece of plate glass the thickness of the half-tone screen when making the line negative. So also when making negatives through color filters it will be necessary to use a piece of crystal plate glass the same thickness as the filters, when making a negative from line copy, if it is required to register with the color-plates. It is recommended, when focusing colorwork to a definite size, to focus through the green or red filter, as the eye is deceived as to the size should the blue filter be

# Screen Distance Again.

P. R. Ropey, Brooklyn, wants to know if there are any rules published governing the selection of the screen distance in half-tone negative making.

Answer .-- The rules governing screen distance are as fixed as the multiplication table. They have been stated in various forms in this column. Here is the way W. T. Wilkinson expresses them: "The factors governing screen distance are the stop or diaphragm, the camera extension, and the number of lines with which the screen is ruled. The largest sized stop that can be used, so as to give good results, with a screen distance that interferes least with fine detail, is one sixty-fourth of the camera extension, though for the best results a stop with an aperture one ninetieth or one one hundred and twentieth of the camera extension will be the standard. A stop with an aperture of one ninetieth the screen distance for a screen ruled with 133 lines to the inch will be about six thirty-seconds of an inch, and the finer the screen ruling the less the screen distance, and the coarser the screen ruling the greater the screen distance. Taking the camera extension at thirty inches and the stop aperture at one ninetieth (say, ten thirty-seconds of an inch) the screen distance for the following screen rulings are about these: Screen rulings 75, 85, 100, 120, 133, 150, 175 lines per inch require, in the same order, screen distances as follows in thirty-seconds of an inch: 14, 12, 9, 7, 6, 5 and 4 thirty-seconds of an inch. These distances are for average copy. For flat copy the stop aperture may be enlarged to one sixty-fourth of camera extension; for very contrasty copy the stop aperture should be reduced to one one hundred and twentieth of the camera extension."

# Brief Replies to a Few Correspondents.

Harry Hale, Portland, Oregon: There are no books containing formulas for direct photographing on metal for the offset press.

L. E. Henert, Norristown, Pennsylvania, should write Max Levy, Germantown, Pennsylvania, for information regarding the four-line screen or any other screen.

R. C. Roach, Easton, Pennsylvania, will find for cutting ovals the Walsh oval and circle cutting machine most satisfactory. It is sold by the Wesel Manufacturing Company.

"Old Reader," Chicago, who has some drawings with purple trees against a yellow sky to reproduce, should make color-separation negatives first. Use a Cramer slow Iso plate to get the purples dark on a yellow ground and an ordinary dry plate or wet plate to get the yellows dark and the purples light.

L. C. Schwartz, New Haven, is advised not to use the powerful combination of acids and bichromate of potash to clean glass. A simple solution of nitric acid and water will answer all purposes.

### Half-tones on Book Papers.

From complaints made to this department a reaction appears to have set in against the use of coated paper in books, magazines and catalogues. Some object to coated paper because of its high reflecting surface being injurious to the eyes, others say it makes books and magazines too heavy, and still others complain of its expensiveness and lack of permanency, while a few people say coated paper is offensive to persons of good taste. Now if these objections increase, the question is, how is processwork going to meet the demand for illustrations on uncoated stock?

The offset press answers the question in one way and rotary photogravure replies in another way, but how is relief engraving going to meet the problem? This highly coated stock was made to meet the requirements of halftone engraving. Now if the public, or a portion of it, is going to refuse coated paper, and fine half-tones will not print on other stock, what are we going to do about it? Shall we have to go back to line engraving again or can we make half-tone engravings that will print on uncoated paper? The Crocker-Wheeler Company of Ampere, New Jersey, revolted against the highly coated stock and changed over to mechanical line engravings printed on paper made for offset printing. Its Bulletin No. 160, for October, contains illustrations of its motors, and motor parts are shown in this bulletin on paper which is agreeable to the touch and pleasing to the eye besides being a stock that will stand any amount of handling. One of the most select department stores in New York has also abandoned coated paper stock in this season's fashion catalogue. However, it continues the use of half-tones made with screens of 120 lines instead of the 150-line half-tones of former years. Many engravers and printers are being asked how coated paper

can be gotten rid of. The two cases mentioned here show how it has been done, and it will be well for engravers and printers to be prepared to meet a demand which now seems inevitable.

# Cerographic, or Wax Engraving Process.

Albert H. Allen, University of California Press, writes: "I find in some extracts from 'Suggestions to Authors,' published by the American Institute of Electrical Engineers, a reference to the reproduction of drawings, etc., by the wax process by means of which uniformity in character and in lettering is maintained, and a great reduction in the size of the cuts is possible without any sacrifice of clearness. Can you give me any references to sources from which more information about this process can be obtained?"

Answer .- The reference to the "wax process" in the "Suggestions to Authors" is correct in stating the capabilities of the process, as you can see by examining the engravings of the maps in any first-class encyclopedia or geography. For information regarding the process you are recommended to the greatest living authority on the subject, that most versatile citizen of Chicago, George H. Benedict, manager of the Globe Engraving and Electrotyping Company, 701-721 South Dearborn street. Mr. Benedict, besides being interested in other studies, is an ardent astronomer, and as a cartographer he is held in grateful esteem by every engraver in this country. It is quite likely that while studying the stars and charting his observations Mr. Benedict was led to perfect the wax process of engraving to which this company, under his management, gives special attention.



Water Babies.
Photograph by F. M. Kofron.

Compiled for THE INLAND PRINTER.

#### INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

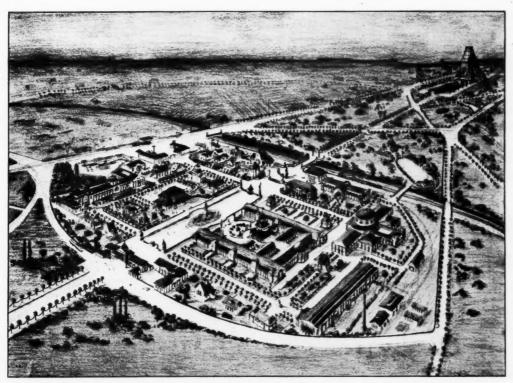
GREAT BRITAIN.

OUR readers, who are familiar with the practice of THE INLAND PRINTER of changing its cover every month, will be interested in learning that the cover-design of the famous London *Punch* has not been changed in sixty-five years. A slight change in it was made on October 1, however, and hereafter *Punch's* cover will be printed on better

Napoleon suffered great loss and prestige. The completion of this monument was celebrated with great pomp a few months ago.

It is now permitted to vend newspapers as late as midnight in Munich and Nuremberg. But in the former city they may not be sold so late in the streets, the permission being limited to restaurants and cafés, and the vendors must be males and not less than twenty-five years of age.

A FIRM in Berlin has received a patent on a new method of mechanical typesetting. This consists of three mechanisms — an apparatus, with a Smith-Premier typewriter



View of the Buildings of the International Exposition of the Book Trades and Graphic Arts, to Be Held at Leipsic, May to October, 1914.

paper and in two colors. A circulation of one hundred thousand copies is now claimed for the publication.

As a part of his celebration of his fiftieth year of association with the firm of Hazell, Watson & Viney, printers, in London, Mr. Walter Hazell presented each of the 270 employees of the concern with a check, the amount of which depended upon length of service. The total of these presents was about \$10,000. At the same time he set aside a sum the interest earnings of which (about \$1,500 yearly) are to be used for the benefit of the employees, their widows and orphans.

GERMANY.

THE report for the past year, the ninth, of the Stuttgart printing trade school, gives the number of attendants as 128, including 16 journeymen. The school has two courses in composition and two in presswork.

THE grounds on which the great book trades and graphic-arts exposition at Leipsic is being erected are in the immediate vicinity of the massive monument which was erected to commemorate the Battle of Leipsic, in which

keyboard, which punches holes in a paper strip, after the fashion of the monotype keyboard; a device for rewinding in reverse this paper strip; and a linotype machine whose movements and the dropping of matrices to form lines are actuated by means of the holes punched in the paper strips. The old idea that typesetting could thus be done in the editorial room, or under the direction of an author in his studio, seems to recur here, which, of course, is enough to make one doubtful about the practicability of the method. The production of sixteen thousand letters per hour is claimed to be possible for the linotype machine.

THE program for the bibliophilic section of the international graphic-arts exposition at Leipsic, in 1914, just issued, would indicate that that part will be a most interesting one for all having to do with books, and especially for book-lovers. It will have three main departments—Bibliophily in General, Prominent Collection Pieces, and the Collection Room of a Modern Bibliophile. Subdivisions will be: The History of Bibliophily, Bibliophilic Literature, Private Presses of Bibliophiles, Bibliophilic Societies;

The Good Book, the Beautiful Book and the Extraordinary Book as Collection Pieces; Biblio-Iconophily and Autography, and Bibliophily in Antiquity, the Middle Ages and in the Orient. Any one interested will receive full information by addressing Dr. Julius Zeitler, Kaiser-Friedrichstrasse 3, Leipsic-Gohlis, Germany.

GERMANS have a habit of abbreviating the names of companies and organizations when they are overly long. Thus, "Hapag" designates the Hamburg-American Steamship Line. The latest such word is "Bugra," made to designate the Internationale Ausstellung für Buchgewerbe und Graphik (the graphic-arts exposition), to be held at Leipsic next year. The word is perhaps more useful than euphonic.

FRANCE.

THE Parisian graphic-arts school, L'Ecole Estienne, began its present term early in October, with one hundred and eighty pupils of the ages of thirteen to fifteen in attendance upon the day courses. Evening courses for apprentices are also given. The school has now a new director, Georges Lecomte.

Postage-stamps to the value of \$1,600,000 were on view at a philatelic exposition held this fall in the Palace de Glace at Paris. A copperplate press was installed, upon which stamps with the picture of President Poincaré were produced, which were sold to the public visiting the show.

THE printing-trade employees are agitating the matter of obtaining a Saturday half holiday.

THE secretary of the printers' union has issued an appeal to the members to endeavor to attend the great graphic-arts exposition in Leipsic next year. And the organ of the master printers, the *Bulletin Officiel*, frequently publishes articles favoring the exposition. This tends to indicate that there is not so much enmity between the French and German peoples as some jingoes would seem to wish us to believe exists.

ALFRED DIDOT, a descendant of the renowned Didots, died recently at the advanced age of eighty-five. He leaves to his son his printing-office in Mesnil (Eure). It is said that modernity has not touched this plant, in consequence of which the concern is no longer an honor to the illustrious name of Didot. Printing is done in this office for the Institut de France and the Academie Française, which hoary and learned associations have a holy horror for things modern. Peculiarly, most of the women compositors of the office are deaf and dumb, being employed because of charitable reasons. The deceased was also president of the concern which publishes the "Didot-Bottin," the great city directory of Paris.

#### ITALY.

M. DE ROVE, a French aviator, after achieving a flight over Italy, starting at Milan, and concluding his journey at Tarranto, thus coursing over Italy from north to south, while on his way dropped bundles of Milan newspapers in the principal towns, thus being the first aeroplane newspaper deliverer in Italy.

THE Archivio Tipografico, of Turin, devotes the whole of its last number to the life and work of Giambattista Bodoni, the celebrated Italian printer, engraver and typefounder, the centennial of whose death was commemorated in September last. Bodoni was the originator of a classical and much admired Roman type-face, which has of late been revived. He was born at Saluzzo, March 13, 1740, and died at Padua, November 30, 1813. Recent numbers of Il Risorgimento Grafico, of Milan, have also been filled with matter pertaining to this master printer, of whom

Italy is justly proud, and whose productions are much sought for by collectors.

SWEDEN.

A SECOND cost congress of Swedish printing-office managers, which was recently held in Göteborg, was attended by 160 delegates. R. A. Austen-Leigh gave a talk explaining the cost-finding system promulgated in England, and was followed by the report of a committee appointed to get up a cost system for Swedish printers, which was voted upon and recommended for general adoption.

THE Holmens Bruk paper manufactory at Norrköping is having built two papermaking machines which have a sieve width of 5.15 meters (202¾ inches), which is .7 meter (27½ inches) wider than the present largest American machine.

Written for THE INLAND PRINTER.

### PHOTOGRAPHY IN COLORS.

BY S. H. HORGAN.



one will examine closely the beautiful picture of "The Vivandière" it will be noticed that the photograph was taken instantaneously while the young lady was actually beating the drum. It will also be remarked that the photograph must have been made in colors, for it would be impossible to color a photograph so natu-

rally. It must, in fact, have been a photograph in colors — something that has been sought by scientists since 1839 when Daguerre gave photography free to the world.

So this is an exhibit of instantaneous photography in colors made by the Polychromide Company, 420 Fifth avenue, New York. Besides interesting every one who has ever handled a camera, this picture should be of surpassing interest to the three-color engraver and printer, for it points to unlimited possibilities for him when he understands how simply and quickly the three-color records were secured.

This young-lady drummer stood in a brilliantly lighted photographic studio before a special camera. At her left was a large movable closet with glass sides covered with muslin. In the closet were four small dishes containing special flashlight powder. By merely touching a button a spark from a Marconi electrical apparatus ignited the powder in the widely separated dishes at absolutely the same moment of time, and the photograph was at that moment taken in one one hundredth of a second, but this is the simplest feature of the apparatus.

The most important part of the several inventions that combined to produce this picture is the camera in which three color-sensitive dry plates were exposed at exactly the same fraction of a second and the three-color-record negatives secured instantaneously. These negatives were exactly the same size, so there was no trouble for the Walker Engraving Company, of New York, to make color-plates that registary perfectly.

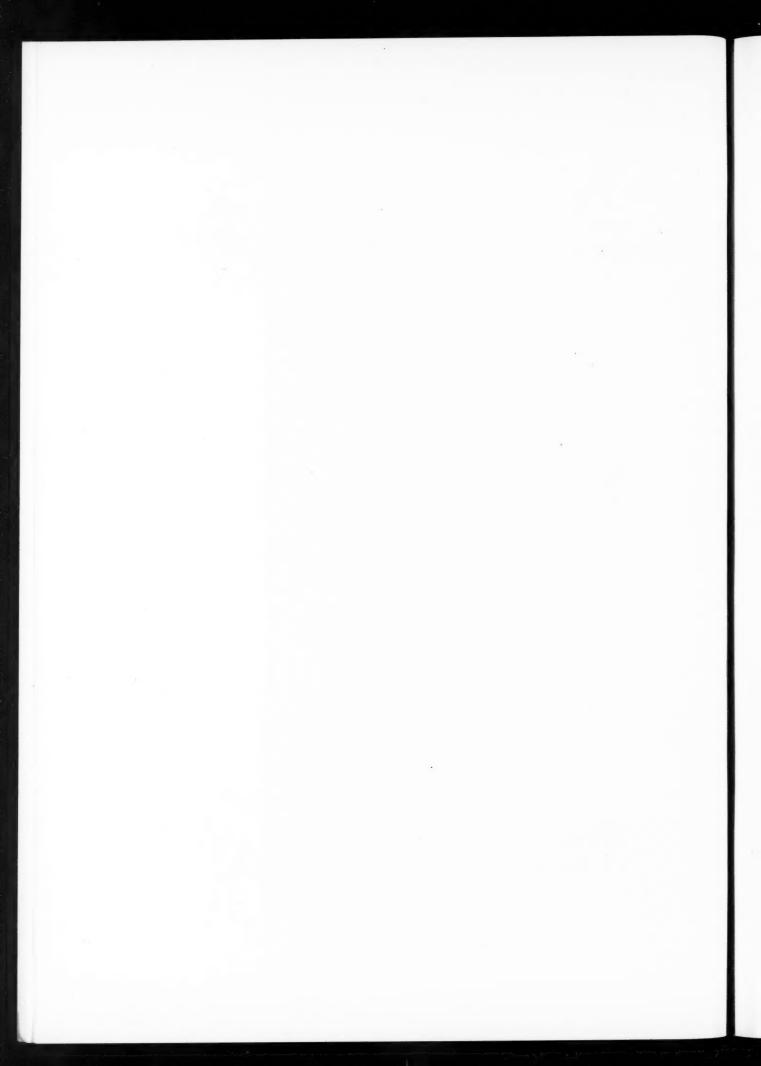
plates that register perfectly.

The insert of the laughing girl in last month's INLAND PRINTER, which has already attracted world-wide attention, was also made in the Polychromide Studios and proves the adaptability of this method to photogravure, in fact the Van Dyck Company was the first to secure a similar apparatus by which it is now copying paintings instantaneously in colors. The Christmas supplement of one of the New York papers is to be made by a Polychromide camera. So color photography has at last arrived.



THE VIVANDIERE

Photographed from life at one exposure by The Polychromide Company, New York
Three-color plates by the Walker Engraving Company, New York
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Dullo Process Inks—Yellow 165, Red 308, Blue 185





While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

# CORRECTION IN DATE OF THE OLDEST ENGLISH NEWSPAPER.

To the Editor:

FINSBURY, LONDON, E. C., ENG., Oct. 20, 1913.

I think Mr. Horgan has inadvertently erred in stating that the oldest English newspaper of which there is a copy extant is *The Weekly Newes*, dated May 23, 1622. A year ago the British Museum acquired a volume containing twenty-four English Courants or News Sheets of the years 1620 and 1621. Eighteen of these, beginning with the earliest (December 2, 1620), were printed at Amsterdam or other places in Holland. The six printed in London were dated September 2, 1621; September 30, 1621; October 2, 1621; October 6, 1621; and October 11, 1621. The collection in the British Museum thus includes the number of which a reproduction appears in this month's INLAND PRINTER.

A full account of the volume is to be found in *The Library* for April of this year.

CHARLES BAKER.

# J. F. EARHART REPLIES TO MR. PX.

To the Editor: Cincinnati, Ohio, Nov. 10, 1913.

In the November issue of The Inland Printer a writer signing himself "Px" labors under the delusion that I am "considerably mixed about the word value," and then proceeds to show that he is the one that is "mixed" as to the meaning and application of the word. He is evidently under the impression that value (tone value) in the definition given, does not apply to color. Referring to my letter he says: "He first quotes the Century Dictionary definition, which specifically states 'the idea of hue being abstracted,' and then applies the definition to cover color (hue), stating a color may be out of value in its relation to other colors in a printed job, because of its being too light (in tone) or too deep (in tone) to keep its place in the general scheme. It may come forward too much in one case, or recede too much in the other; and in either case be out of value. In such case it should be modified (in tone) so that it may have its proper value in relation to the other colors in its immediate vicinity." And then to clinch his supposed point "Px" says: "And yet he states that 'This (The Century) definition, as applied to the arts, is the only one worth while," and then adds "and the Century Dictionary definition specifically abstracts 'the idea of hue."

Now, it appears that the words "the idea of hue being abstracted" has led Mr. "Px" to think that the definition

does not apply to color, in spite of the fact that the definition commences with "In painting and the allied arts, etc." It certainly does apply to color—the tone-value of color. For this reason I have inserted in three different places the words in tone so that "Px" may see his error. It seems to me that my meaning is so plain that these words are superfluous, for what else could I mean if not the tone-value in speaking of a color as "too light or too deep to keep its place in the general scheme"?

His confused ideas concerning the word value may be due to his somewhat foggy definition of the word tone, which has a close connection with the word value. He says: "Tone: Atmospheric envelopment or veil—growing more impenetrable (dense) as distance increases."

Of course, every practical printer will be delighted with the opaque lucidity of this impenetrable and somewhat dense definition of the word tone. It is a very good description of a foggy morning; but tone is also visible in colors or objects in a clear light and when only a few feet away from the observer, when density of atmosphere is conspicuous by its absence. In fact, in a design in colors for a cover-page, the pressman may be told that some of the colors are out of value - that the red is too deep in tone. and to reduce it to half-tone strength, and that the blue is too light in tone, and to make it about one-quarter strength of the full color, and reduce the gray a little below the middle tone in strength, the buff tint and photo-black being all right. All of which changes are for the purpose of preserving the values of the colors in their tone relation to one another as shown in the original sketch. And these values are adjusted through raising or lowering the tones of some of the colors as described.

Away back yonder, over twenty years ago, was printed on the eleventh page of the Color Printer, "The light tones of a color are the various degrees of color produced by the mixture of a full color with white." And on the next page appears, "The dark tones of a color are the various degrees of color produced by the mixture of a full color with black." And in The Inland Printer of April, 1910, the writer, referring to the word tone, says: "By tone is meant the different degrees of a color ranging from light to deep." Now, the printer can judge for himself whether or not he can make any practical use of Mr. "Px's" definition of the word tone.

Concerning the communication by Mr. J. K. Farley, Jr., of Chicago, have to say that I have never raised the question of Mr. Andrews' psychologic ability to select suitable color combinations with "a strong pulling power" for candy-boxes.

J. F. EARHART.

# RAY V. BIRDSALL, A PRINTER, ENTERS THE MINISTRY.

To the Editor: St. Johns, Mich., Oct. 22, 1913.

I have noticed that on several occasions you have used material in THE INLAND PRINTER concerning "printer-preachers," and as we have a printer in this town, Ray V. Birdsall, who is about to enter the ministry, I wish to submit the following sketch and a photograph of him:

Mr. Birdsall was born February 26, 1881, in Chesaning, Michigan. Reared on the farm, he attended the district school, completing his schoolwork in the Chesaning high school.

In February, 1900, he started on his journalistic career by washing rollers, sweeping the office, and building fires for Ische & Ingalls, two young ladies from Flint, Michigan, who were at that time launching the *Chesaning Semi-*



Rev. Ray V. Birdsall.

Weekly News. Getting a little experience there, he went to work for Willis Miller, proprietor of the Chesaning Argus, in June of the same year. Mr. Birdsall remained in that office over five years. While there he did chores around the home of the editor to pay for his board. Everything from milking cows and feeding pigs to helping the hired girl wash dishes is included in such a job.

In 1905 Mr. Birdsall accepted a position on the Owosso Evening Argus as ad. and job compositor, remaining there until 1907. He then went to Traverse City, Michigan, to work on the Daily Eagle. Remaining until April, 1909, he accepted a position on The Pontiac Press Gazette.

In September, 1909, he bought the Laingsbury News, a weekly newspaper which was almost "down and out." By hard work, often burning the midnight oil, he put the paper on a paying basis. Tiring of the "pay-when-youplease" plan, Mr. Birdsall put his subscription list on a cash-in-advance basis. The subscribers rallied around him, and he gave them a paper which was worth a great deal more than he got out of it.

While at this place Mr. Birdsall was married to Miss Minnie Bailey, a critic teacher in the Allegan County Normal School. In October, 1911, a baby girl came to stay with them and she was named Faith Bailey Birdsall. He sold his business in 1912 to J. R. Warren and went to work on *The Clinton Republican*, where he remained a

year. All through his newspaper career he has been an active religious worker, having held almost every office in the Methodist Episcopal Church.

This year he entered the Michigan conference of the Methodist Episcopal Church and was given his first pastorate at Ashley. He preaches three times every Sunday, having two country appointments. Already he and his wife are getting into the swing of the work, his congregations are growing and this promises to be a prosperous year on his circuit. He is applying the same stick-to-itiveness to preaching as he did in the newspaper office, and he says "success is bound to come."

CLAUDE R. BLACK.

# ARE TRANSPOSITIONS MACHINE ERRORS OR OPERATORS' ERRORS?

To the Editor: Washington, D. C., Oct. 21, 1913.

Pasted on the bulletin board in the linotype room of the Government Printing Office is a little clipping taken from a page of The Inland Printer, in which the statement is made, in referring to linotype composition, that "proof-readers will readily recognize errors such as transpositions . . . as machine errors."

The writer of this letter has the honor to have charge mechanically of the world's largest linotype plant, in which capacity opportunity has presented itself to see the work of many operators. I claim the article quoted from is wrong and misleading, and bear out my assertion with the following statement:

When the machines were first installed in the Government Printing Office some eight or nine years ago operators from outside were not employed, but the hand compositors were then given the opportunity to become operators, and to-day a large percentage of the men who learned in the office are expert operators. Now, in the early stages of their career as operators, the proofs of the type composed showed large numbers of transpositions, but as time developed these men into experts, transpositions became a rarity. Why? Did the fingering of those operators improve? Why, certainly. The machine had nothing to do with the transpositions, otherwise the same number would have continued to have shown up in the proofs as the men became experts.

Let us now take up a proof and glance over it. Here we find a word out; here a doublet; now comes an m for a c, and then a transposition. The operator willingly confesses that he may have touched the m for the c; in fact he probably did leave the out, and may have thoughtlessly made the doublet, but as for that transposition—far be it from those accurate fingers to have made such a blunder. It was the machine, and the proofreader would readily recognize the transposition as a machine error.

Let the reader walk with me across from the linotyperoom into the composing-room of the monotype, in which
are located 150 keyboards, manned by a corps of operators who are just as efficient, just as well educated, and
just as competent in the art of operating as the brother
who operates the linotype. Let us look at these proofs—
same thing: a word out, a doublet, a c for an m, a transposition, etc. The monotype operator shoulders the whole
responsibility for the errors. He is well aware of the fact
that holes in paper do not transpose, and that he is just
as liable to make a transposition in fingering as he is to
hit the m for the c.

In connection with this subject the writer has interrogated a number of very able typewriters, and has the first

one to find who claims that his accuracy as a puncher of typewriter keys is such as to entirely obliterate transpositions.

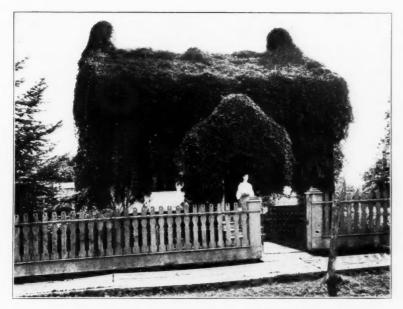
The writer does not claim that a machine will not make transpositions, but he does claim that the majority of transpositions are due to the fingering of the operator, and a big per cent of the minority of transpositions is due to a condition the machinist is forced to grant - that is,

The makers of the linotype tell us that the machine produces best results when running at a speed of sixtyeight revolutions per minute (and experience has shown this to be a fact), and that all parts of the machine are timed in proportion. But the operator isn't satisfied to

The article posted on the bulletin board is wrong, and not only does an injustice to the linotype machine, but the machinist as well. It fortifies the operator in an argument without foundation, and makes of THE INLAND PRINTER the fort behind whose walls of intelligence the operator takes refuge.

CHAS. S. GUNN.

NOTE.— We wish to say that we understand your feeling in this matter. It must not be understood, however, that the writer of the article referred to meant to convey the impression that all transpositions are the result of machine troubles. We are of the opinion that the greatest number of transpositions are due to the machine and not the operator, though there is no question but that at



old plant is the ivy green."-Charles Dickens.

conform to these conditions - he wants the machine speeded - a little extra on the keyboard cams, a few more revolutions, etc. To turn out his little 1,500 or 1,800 lines in eight hours, he wants a machine (made by the makers to cast 3,000 lines in eight hours) speeded to cast 4,000 lines, and then sets up a howl about transpositions. The machinist protests against a condition he knows to be wrong, but the foreman, backed up generally by the business manager, neither of whom is familiar with the mechanical construction of the machine, forces the machinist to grant the operator's request for speed, with the inevitable result that errors are made which are at once readily recognized by the proofreader as machine errors.

If those proofreaders who so readily recognize transpositions as machine errors will go into any composingroom where the machines are operated in two shifts he will soon become convinced that the machine is not the greatest offender in this respect. He will find some operator working all day long on a certain machine with scarcely an error of any description, especially transpositions. That same machine manned by another operator at night will show several transpositions in each proof. But, of course, the proofreader will readily recognize those transpositions as machine errors.

times the fault lies with the operator, and it is often an open question as to where the fault does lie in case of a transposition. The machinist could remove any doubt by a systematic test, but not all machinists are inclined to do so, many of them making the operator bear the burden. We believe that it is up to the machinist to prove that the operator is at fault. We have investigated impartially a number of causes of transpositions, and as a rule, have found that they should be classed as machine errors. This is not the fault of the machine but is due to some trifling oversight of the machinist. We believe that transpositions could be practically eliminated if there was coöperation between the machinist and the operator. Each one should bear his share of the blame. Where a machinist observes that an operator has some peculiarity of operating that produces errors in his work he should call his attention to the matter and explain to him the reason for the trouble. Any fair-minded person should welcome friendly criticism. Let a machinist trace down all persistent transpositions and determine definitely whether the operator or the machine is at fault. He will then do his share toward lessening friction and will thereby increase the output of the machine. These opinions are wholly unbiased for the writer is not an operator.

Written for THE INLAND PRINTER.

#### THE LITERATURE OF TYPOGRAPHY.

XI .- HISTORIES OF PRINTING IN AMERICA (Continued).

BY HENRY LEWIS BULLEN.



UR November instalment dealt with histories of printing local to New England. Printing was introduced in the American Colonies first in New England (Cambridge, 1638), next in Pennsylvania (Philadelphia, 1685), and next in New York in 1693, and I will proceed chronologically.

The earliest book which sheds light on printing activities in the American colonies is the celebrated Autobiography of Benjamin Franklin, printer, the greatest of Americans. Lives there a printer "with soul so dead" who has not read this book? "If such there be, go mark him well "- he is a poor sort of printer. I doubt if there is a public library of any importance in all the world which lacks this book. In 1889, Ford listed fifty-four editions of the Autobiography proper, and it has been reprinted many times as part of editions of the complete writings of Franklin. This narrative of the life of a journeyman and master printer has long been a classic in the French, German, Dutch, Swedish, Danish and Spanish languages, and quite recently has been translated into the Japanese and Chinese languages. It was the second book by an American author which attained world-wide circulation. The first book to earn that degree of fame was also by B. Franklin, printer, his "Way to Wealth, or Father Abraham's Speech to a Great Number of People at a Vendue of Merchant-Goods, introduced to the people by Poor Richard," first printed in Boston about 1760 in a printingplant owned by Franklin and operated by his nephew, Benjamin Mecom. This witty and wise work, the "Way to Wealth," "has been oftener printed and translated," says Ford, "than any other work from an American pen." Ford lists one hundred and forty-five editions, and fourteen reprints embodied in other books. Strangely enough the great Autobiography was first printed in France (in 1791). All collectors of Frankliniana desire to possess the "Mémoires de la Vie Privée de Benjamin Franklin, écrits par lui-méme, et adressés a son Fils, a Paris: chez Buisson, libraire." It was published in Germany and Sweden in 1792, in London in 1793, but the first American edition did not appear until 1794 (in New York). Franklin never saw his work in print-(he passed on in 1790)and seemed to have designed it solely to interest his son and grandchildren. He wrote it in four parts at different times, in 1771, in 1784, in 1788 and in 1789. The manuscript of the first part was lost when his house was ransacked by the British invaders of Philadelphia in 1777, but it was fortunately found and returned to him in 1784, while he was in France, and there he added the second part. At his death he bequeathed his papers to his grandson, William Temple Franklin, who carried them to England, and there, in 1817, published what was then supposed to be the full and authentic text. All trace of the manuscript was lost until 1867, when John Bigelow, United States minister to France, discovered it in the possession of a French family which consented to sell it for \$5,000. Upon comparing the manuscript with the 1817 edition of the Autobiography, John Bigelow discovered that no less than twelve hundred separate and distinct changes had been made in the text, and that the last eight pages had been omitted entirely. Thus it happened that the

veritable Autobiography of the great Franklin was not published until 1868. The history of the search, covering a period of two years, and its fortunate ending, is related in John Bigelow's "Some Recollections of the late Edouard Laboulaye," privately printed, New York, 1888. Laboulaye, a splendid type of Frenchman, was the actual discoverer of the precious manuscript. Did ever another book have a more remarkable history?

The serious student of the history of printing in Pennsylvania will carefully study "A Century of Printing: the Issues of the Press in Pennsylvania, 1865-1785," by Charles R. Hildeburn, 2 volumes, sm. 4to, 924 pages, Philadelphia, 1885; three hundred copies printed; worth about



The patriot-printer of Philadelphia, grandson of William Bradford I., first printer in Philadelphia and New York.

\$12. This bibliography is enlivened by notes and is the only work which specifically gives a complete view of the productions of Pennsylvania printers, although all its matter may now be found in Evans' "American Bibliography," previously mentioned in these articles. Dr. F. R. Diffenderffer has contributed two valuable papers to the Lancaster County Historical Society, which appear in that society's proceedings, on "Early German Printers of Lancaster and the Issues of their Press" and "The Newspapers of Lancaster County," both of them thorough and interesting. These are occasionally procurable at about \$1.50 each. Albert H. Smyth illuminates the subject a little in his work, "The Philadelphia Magazines and their Contributors, 1741-1850," Philadelphia, 1892, 12mo, 264 pages, worth about \$1.50. "Andrew Bradford, Founder of the Newspaper Press in the Middle States of America," by Horatio Gates Jones, published by the Historical Society of Pennsylvania, Philadelphia, 1869, 8vo, 36 pages, worth about \$2.50, records the history of the first printer who was successful in Pennsylvania. His father, William Bradford, printed in Philadelphia from 1685 to 1693, when he moved to New York. After him, from 1699 to 1712, the Philadelphia Quakers owned a printing-plant, which was operated by various printers, until in 1712 Andrew Bradford came from New York, being in partnership with his

father, and seems to have absorbed the Quakers' press. He had a monopoly until 1723, became wealthy, and continued in business until his death, in 1742. He had as apprentice and, subsequently, as partner, his nephew, William Bradford III., the greatest of the Bradfords, whose important life's work is recorded in "An Old Philadelphian: Colonel William Bradford, the Patriot Printer of 1776," by John William Wallace, Philadelphia, 1884, 8vo, 517 pages, illustrated, worth about \$5. We print the portrait of Colonel Bradford and a view of his business premises. As a public-spirited citizen he ranks second only to Franklin among printers in America. By all means read his life.

Much can be learned of printing activities in Pennsylvania in the correspondence of Franklin to be found in his collected writings, either the Bigelow or the Smyth editions. On October 19, 1748, for instance, he is writing

Franklin's method was to start his likely apprentices in business, supplying the plant himself, and retaining one-third of the net profits. Not everything relating to Franklin's connection with printing is found in Smyth or Bigelow. The Massachusetts Historical Society's Proceedings for 1902 contain several letters from James Parker to Franklin, all relating to their partnership in printing, and the Typographic Library and Museum in Jersey City is the fortunate possessor of the inventory of the printingplant of Franklin & Hall, Philadelphia (Franklin's original plant), taken in 1766 by James Parker, with a long letter to Franklin, then in London, relating to the inventory and the state of printing throughout the colonies - very specific information, about their own affairs, and about competitors, such as one partner is apt to write to another, not expecting it to be printed.

Plenty of good materials, but scattered and not easy to



Three Buildings Occupied by Col. William Bradford, Printer and Publisher, in 1762.

Formerly on the southwest corner of Market and Second streets, Philadelphia. At left, the printing house; on corner, the Merchants' Exchange, managed by Bradford, in which he also carried on his insurance business; at right, the book store.

about various business matters to William Strahan, then the leading printer in London and founder of the great printing-house now divided and known as Eyre & Spottiswoode and Spottiswoode & Company. R. A. Austen-Leigh, who has become known to many American printers by his attendance at our Cost Congresses, is one of the heads of that historic house, which bids fair to go on forever. Franklin writes Strahan: "I have lately sent a Printinghouse to Antigua, by a very sober, honest and diligent young Man, who has already (as I am inform'd by divers Hands) gain'd the Friendship of the Principle People, and is like to get into good Business. This will open another Market for your Books if you think fit to use it, for I am persuaded that if you shall send him a Parcel with any Quantity of Stationery he may write to you for, he will make you good and punctual Returns. His Name is Thomas Smith; he is the only Printer on that Island: had work'd with me here, and at my Printing-house in New York 3 or 4 Years, and always behaved extreamly well."

get at - that is the state of the history of printing in Pennsylvania so far as those who printed in English are concerned; but the Pennsylvania-Germans had a great appreciation of the power of printing, and printing in the German language assumed extensive proportions. Of the printing activities of these splendid German folks we have a complete history in a book not likely to be looked into by printers (as such). "The German Sectarians of Pennsylvania, 1708-1800, a critical and legendary History of the Ephrata Cloister and the Dunkers," by Julius Friedrich Sachse, Philadelphia, 1899-1900, 2 volumes, 8vo, 1,041 pages, illustrated, worth about \$10, in recording the acts and aspirations of the Germans who made Pennsylvania their home, and have done so much to make it a great Commonwealth, deals con amore and at great length with their printing enterprises. The German emigration to Pennsylvania was largely of a character similar to the Puritan emigration to New England. Both sought escape from persecution. Prominent among these sects were the

Baptists (Täufer), commonly known by the derisory name of Dunkers (Tunker, to dip). These Baptists were divided into two sections: First-Day and Seventh-Day. Among the latter there appeared a leader, a remarkable man, Conrad Beissel, by trade a baker and afterward a weaver, who arrived in Pennsylvania in 1720. He found that the brethren who had preceded him from Germany had been weakened in their religious ardor by the prevailing liberty and prosperity, and to counteract this lapse from the faith he founded a community in the Conestoga valley, between Reading and Lancaster, the members of which by degrees separated themselves from other Dunkers, practiced celibacy, had goods in common, and in 1735 established the Ephrata Cloister (a sort of Protestant monastery with a separate nunnery) and became known as the Ephrata Brotherhood. They were farmers, millers, weavers, tanners, and eventually printers. They prospered materially as well as spiritually. The name Ephrata is biblical; and doubtless was taken from Psalms 132: 4-6: "I will not give sleep to mine eyes . . . until I find out a place for the Lord . . . Lo, we heard of it at Ephratah: we found it in the fields of the wood." Ephrata is now a town of about three thousand inhabitants, with three prosperous printing-plants, the oldest of which dates back to 1878, on the Conestoga River, midway between Reading and Lancaster. In 1735 it was in the wilderness. Beissel was a zealous missionary, but he believed more in the printed than the spoken word. In 1728 he paid Andrew Bradford to print a book on the Seventh-day Sabbath, written by himself, which was the first book printed in German in America. No copy is known to have survived, but a translation in English which appeared in 1729 has survived. He had several other books printed, some of them by Franklin.

Evidently these good people appreciated the power of printing and desired a printing-plant of their own. One of them, Christopher Sauer, made efforts as early as 1735 to procure an outfit from the brethren in Germany; and in 1738 he succeeded. One of his letters from Germantown, where he resided in 1728, has been printed in Germany. It gives us the key to his worthy ambition: "Where can I find words to praise the good God! I am deeply indebted to Him. My all be at His service for the glorification of His name. This was in feebleness my desire and longing for the great benefits which I have enjoyed during my sojourn here as well as during my whole life. Therefore I longed to establish a German printing establishment in this land, which N. brought me, and has forwarded to this place." Thus Christopher Sauer became the first German printer in America. In 1739 he printed the first American book in German characters. It was a hymnal for the Ephrata Brotherhood, largely original with Beissel. The title is curious: "Zionitischer Weyrauchs Hügel, oder Myrrhen Berg," etc. (Zionitic Incense Hill or Mountain of Myrrh, wherein is to be found all sorts of lovely and sweet-scented Incense, etc.). It has 791 pages, and was an ambitious effort for a printer whose actual trade was that of tailor. He had a brother, a bookbinder. Very probably there were practical printers among the brethren, and Sauer himself had at first little to do with the printing. Later he undoubtedly worked manually at printing. The whole printing is correctly done, and well bound; nevertheless Sauer and Beissel became estranged on account of this historic book. Sauer disagreed with some of the theology expressed in Beissel's hymns, and attempted to amend them, with the result that the "Mountain of Myrrh" became a sour topic to both, and Sauer used his types to

tell the world about the controversy, in which pamphlet he satisfied himself that his erstwhile brother's name when Latinized, Conradus Beusselus, contained all the numbers of The Beast, which we all know is 666.

An outcome of Sauer's quarrel with Beissel was that the Ephrata Community established its own printingplant in 1745. It had two printing-presses, one of which is now the property of the Historical Society of Pennsylvania. It continued until 1792, issuing numerous books. In 1793 it ceased to be operated by the Brotherhood, but continued

Kalendarium Pennsilvaniense,

America's Messinger.

ALMANACK

For the Year of Grace, 1686.

Wherein is contained both the English & Forreign Account. the Motions of the Planets through the Signs, with the Luminaries, Conjunctions, Aspects, Eclipses; the rising, fouthing and setting of the Moon, with the time when the passeth by, or is with the most eminent fixed Stars: Sun rising and setting and the time of High-Water at the City of Philadelphia, Yer.

with Chronologies, and many other Notes, Rules, and Tables, very fitting for every man to know & have; all which is accomodated to the Longitude of the Province of Pennfiltumia, and Latitude of 40 Degr. north, with a Table of Houles for the fame, which may indifferently ferve New-Eegland, New Tork, Eafl & Welf Ferfey, Maryland, and most parts of Pignia.

By SAMUEL ATKINS.
Student in the Mathamaticks and Aftrology.

And the Stars in their Courfes fought against Sesera, Judg. 5. 29.

Printed and Sold by William Bradford, fold also by the Author and H. Murrey in Philadelphia, and Philip Richards in New-Tork; 1685.

The First Book Printed in Pennsylvania.

Reduced one-third from original.

under private control but in sympathy with the Dunkers until after 1830, beyond which I have no record. It manufactured its own paper and ink, designed and engraved its initials and ornaments, prepared the leather for binding, and completed its books in workmanlike style. To the Ephrata Press belongs the honor of printing the largest and in many respects the most remarkable book of the colonial period. "Der Blutige Schau-Platz oder Martyrer-Spiegel der Tauffs-Gesinnten oder Wehrlosen-Christen" (The Bloody Arena, or Martyr's-Mirror of those Minded to Baptism, or Defenceless Christians) is a large folio of 1,512 closely printed pages, and shows excellent workmanship throughout. A copy now beside me is bound in heavy boards, with heavy ornamental metal corners and clasps. Fifteen people were employed on the book, which took three years to complete, doubtless in connection with other less ambitious work. The book was translated by brethren of the Ephrata Community from the original in Dutch. It is a book on the same order as Fox's Book of Martyrs. The Dunkers who first came to America were versed in the Dutch language, but their children were content with the German and English. This inability of the children to read

"Der Blutige Schau-Platz" was regretted by the elders, and they applied to the brethren in Holland to provide the funds for printing a translation. The Dutchmen declined both the work and the expense. Thereupon the Ephrata Community shouldered the whole burden, and created this landmark of American typography. A copy of this book is worth about \$50. Copies have been sold for \$200.

Christopher Sauer I. prospered in his business. He established the first successful German newspaper in America, which had at times a circulation of eight thousand copies. His conscientiousness is illustrated by the title "Wahrscheinliche Nachrichten" (Probably-True News). Much of what he printed was copied from European publications, but he would not vouch for its correctness. In 1743 he had the honor of printing the first American Bible in a European language. It was a publishing success, and seems to have been issued twice in 1743, as his Bibles of that year show typographic variations. His good intent is disclosed in the advertisement: "The price of our nearly finished Bible in plain binding, with a clasp, is eighteen shillings, but to the poor and needy we have no price." He passed on at the age of sixty-five in 1758, and was succeeded by his son Christopher Sauer II., to whom he left a good estate. Editions of the Sauer Bible were issued in 1763 and 1876, and also several editions of the New Testament. Books were printed in English, and on these the name of the printer is spelled Sower. In 1770 Christopher Sauer II. cast the first type made in the colonies, a pica Fraktur. He subsequently made complete series of Fraktur and Roman types, manufactured paper and printing-ink, and in 1876 had the most extensive printing and publishing business in America. In 1876, however, he and his family, having religious scruples against war of any sort, were unjustly classed as Tories antagonistic to the revolutionary sentiment, and were compelled to abandon the business and temporarily exile themselves. Christopher Sauer II. passed on in 1784, aged sixty-two years. In addition to his extensive business he gave much time to spiritual matters. He was bishop of the Church of the Brethren (Dunkers) from 1753 until his death, having previously held the offices of deacon and minister. On January 1, 1899, a tablet was erected in Germantown in his honor and that of his father, the first German printer in America. Christopher Sauer II. and his father were counted rich in their day. Bishop-printer Sauer was noted for his charities, and was known among the poor as "The Bread Father." At the close of the War of Independence the printing and publishing business was resumed by Christopher Sower III., and it is still continued by the Sowers in Philadelphia under the title of Christopher Sower Co. at No. 124 North Eighteenth street. All honor to a family who sowed such fruitful seed, suffered for principle's sake, and at all times has held a forward place among the citizens of Pennsylvania.

As I may not again have occasion to refer to German printing, this is an appropriate place to mention "The First Century of German Printing in America, 1728-1830," by Oswald Seidensticker, Philadelphia, 1882, 254 pages, worth about \$3; invaluable on this subject. During the first century German printing was carried on in forty-seven places, thirty-one of which were in Pennsylvania, three in Maryland, four in Ohio, five in Virginia, and one each in New York, New Jersey, Massachusetts and Nova Scotia. There was no German paper successful in New York until the Staats-Zeitung was started in 1834. The first German printing in Cincinnati was in 1807. The oldest living German paper in America is the Adler, of

Reading, Pennsylvania, which was first issued November 19, 1796. Its first owners were Jacob Schneider and George Gerrish. The present owner is John Weiler.

Pennsylvania distinguished itself in the printing of Bibles. The first Bible printed in America was Eliot's Indian Bible, Cambridge, 1663, "Mamusse Wunneetupanatamwe Up-Biblum God Naneeswe Nukkone Testament kah wouk Wusku Testament . . . printenoop nashpe Samuel Green," etc., a copy of which is now worth \$10,000 or more. Eliot published an Indian New Testament in Cambridge in 1661. You may read all about these works and others in "Early Bibles in America," by Rev. John Wright, New York, third edition, 1894, 483 pages, illustrated, worth about \$4, which is mainly a record of the good work of practical printers, during a period when the printer was usually also publisher and editor. To Pennsylvania belongs the honor of issuing the second Bible, Sauer's first German Bible, 1743, and the first Bible in English, Aitken's, 1782, and the first Douay or Roman Catholic Bible, issued by Mathew Carey in 1790. Massachusetts comes next with Isaiah Thomas' Bible of 1791; and then New Jersey, also in 1791, with Collins' great Bible; and then New York with Hugh Gaine's Bible of

There is a fruitful field awaiting a historian of printing in the magazines, archives and newspapers of Pennsylvania; here I can merely refer to the main sources. The next part will deal with the histories of printing in New York.



A Good Story.



# Southwest Printer' Cost Congress.

The Southwest Printers' Cost Congress, held at Hutchinson, Kansas, November 14 and 15, 1913, was one of the most successful meetings in point of interest that the organization has held. The congress opened at half-past nine on Friday morning, and after the invocation, the address of welcome and the response, the reports of officers and standing committees were given, after which the meeting adjourned for lunch.

The afternoon session took the form of a school of estimating which was followed by an exemplification of the cost system and an address on "Keeping Costs for the Combined Newspaper and Job Office." Before closing this session the Nominating Committee and the Committee on Resolutions were appointed.

Following a discussion on the subject, "Is a Correctly Kept Cost System of Benefit to the Employee?" the evening session was turned into a smoker.

After addresses on "Organization," and "The Damnable Details," on Saturday morning, the Committee on Resolutions made its report, with the result that the two following resolutions were unanimously adopted:

WHEREAS, This the fourth annual Southwest Printers' Cost Congress has proved so successful and developed so much interest, and

WHEREAS, There is necessity for continued effort in the matter of further developing the cost system and studying the problems of this our chosen profession, therefore be it

Resolved, That we make the Southwest Printers' Cost Congress a permanent organization, and ask each firm here, heretofore or hereafter represented, for an annual subscription of \$3 to cover the deficit of this convention and to raise funds for carrying on the work of the congress. This annual dues of \$3 to cover registration at convention and membership in the Southwest Printers' Cost Congress for one year, and said membership to entitle the holder thereof to any information and help in estimating or installing cost system by mail; and be it further

Resolved, That we proceed according to program, and at the proper time elect officers for the ensuing year, with an Executive Board of twelve members, who shall conduct the affairs of the congress for the ensuing year.

Whereas, It has been called to the attention of this congress that the Government of the United States is engaged in the printing of stamped envelopes, newspaper wrappers and other matter, in direct competition with the printers of the United States at large; and it is also shown that this printing is done at a price many times less than the actual cost thereof, and it is also shown that the large corporations, mail-order houses and banks are furnished with this printed matter at prices approximating one-fourth the price charged for unprinted envelopes to the general public: therefore

Be It Resolved. That the members of the Southwest Printers' Cost Congress, in convention assembled, join with and extend their hearty support to the National Editorial Association, and the United Typothetæ and Franklin Clubs of America, in their efforts to secure a discontinuation of the present unfair competition of the Government with the printers of the United States in the printing of envelopes.

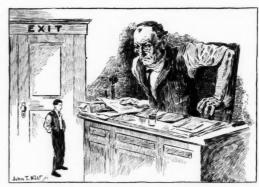
Be It Further Resolved, That we recommend a definite pledge from each office to help the work above set out, namely, a minimum sum of \$1 and a maximum sum of \$5, for each office of the Association, this sum to be paid on the call of the secretary of the Legislative Committee of the National Editorial Association.

Saturday afternoon was devoted to the report of the Nominating Committee, the election of officers, the selection of the next place of meeting and miscellaneous business. Joplin, Missouri, was selected as the meeting-place for the 1914 convention, and the following officers were elected for the coming year: President, C. H. Armstrong, Wichita, Kan.; vice-president, W. Y. Morgan, Hutchinson,

Kan.; secretary, C. C. Mack, Newton, Kan.; treasurer, S. B. Hudson, Muskogee, Okla. Executive Committee: H. V. Bowman, Muskogee, Okla., chairman; H. W. Southworth, Vinita, Okla.; E. Moore, Hutchinson, Kan.; C. F. Nearman, Tulsa, Okla.; Bert Hodges, Okmulgee, Okla.; W. J. Weiss, Wichita, Kan.; A. S. Gardner, Springfield, Mo.; J. R. McBride, Fort Smith, Ark.; C. E. Shadinger, Abilene, Kan.

#### TITLES SUBMITTED IN PICTURE-TITLE CONTEST.

The following titles have been submitted in the picturetitle contest up to the time of going to press. As stated in our November issue the receipt of titles will close on Janary 10, 1914, and the full list of titles submitted will be



Wanted - A Title for this Picture.

published in the February issue of THE INLAND PRINTER. Our readers will be invited to select, by vote, the title which in their opinion is the best. The votes will be tabulated, and the contributor of the title receiving the greatest number of votes will receive a year's subscription to THE INLAND PRINTER.

- . Ready for the Reprimand.
- 2. His Judgment Day.
- 3. Fired.
- 4. Realized Inefficiency.
- 5. When Courage Fails.
- 6. His First Proof in a New Office.
  7. Petitioning the Boss for Shorter Hours.
- Petitioning the Boss for Shorter Hours.
   "D---n That Compositor I Ought to Fire Him."
- 9. The Man Higher Up.
- 10. An Idler's Dream.
- 11. "You Say You Want a Job Why Don't You Look It?"
- 12. Submitting the Proof of Incompetency.
- 13. Doubt.
- 14. Incompetent.
- 15. The Applicant.
- 16. Before His Majesty, the Editor.
- 17. The Master Mine. (With apologies to the author of "The Master Mind.")
  - 18. Humiliation.
  - 19. Who's Who and Why.
  - 20. "Sir, I'd Like to Have a Raise in My Salary."
  - 21. Suspense.
  - 22. No Time for a Flag of Truce.
  - 23. On the Carpet.
  - 24. Coming Events Cast Their Shadows Before.
  - 25. The Calm Before the Storm.26. Knowledge Is Power.
  - 27. The Lamb in the Lion's Den.
  - 28. The Lion and the Mouse. 29. Conquered.
  - Conquered.
     The Third Degree.
  - 31. Authority.
  - 31. Authority.
    32. Dischargment for Dissipating.
  - 33. Hell Box.
  - 34. Awaiting the Verdict.
- 35. His First Report.

# GREETING



May the season bring to our readers many happy joys with good cheer to last through the whole year.

THE INLAND PRINTER
Chicago





# MENU

Blue Points

Olives Celery

Soup a la Grande Contourniere

Salmon, Sauce Tartare Parisienne Potatoes

Filet of Beef, Mushroom Sauce

French Green Peas

Turkey

Cranberry Sauce Pommes Duchesse

Chicken Salad

Cake Fruit Coffee

Beer Wine

La Salle Hotel Blue Room

Christmas Eve Dec. 24, 1913

# THE NORDSEN AUTOMOBILES



Published by NORDSEN AUTO. CO. BELDON, ORIO



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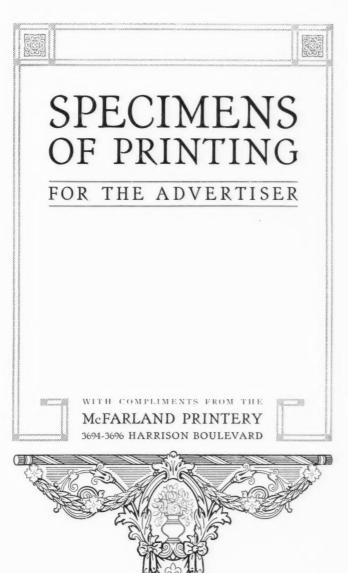
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# **PROGRAM**

# SPRING CONCERT

GIVEN BY THE BENSON MUSICAL CLUB UNDER THE DIRECTION OF JAMES CROCKETT

LINCOLN PARK PAVILION



Martin Broughton

Ralph Steel

George Graham

# MARTIN BROUGHTON & CO.

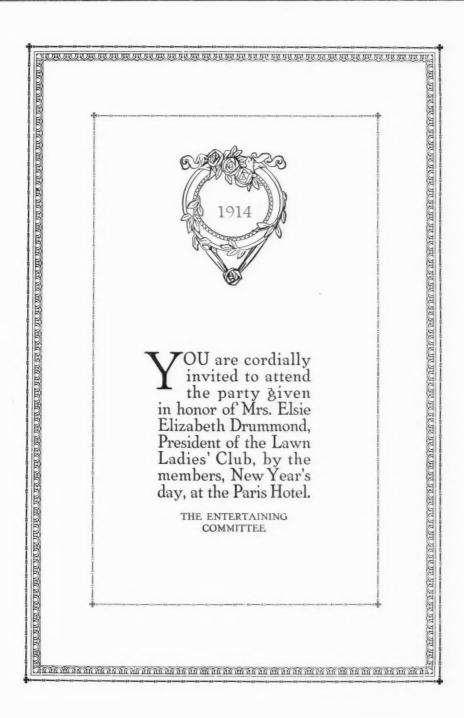
FLORISTS

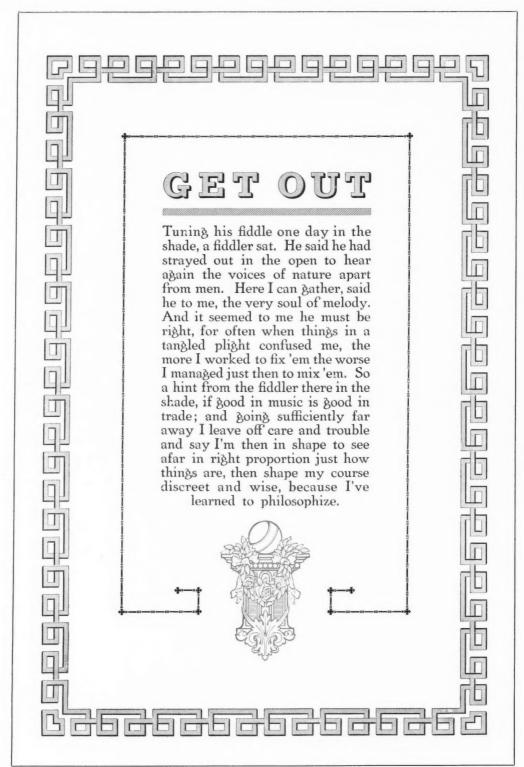


56 W. Michigan Ave.

WASEINGTON

MARTIN BROUGETON & CO.
FLORISTS
SS West Michigan Avenue
waseingron







BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

No one will question the statement that typefaces in themselves create impressions, offer suggestions and have certain influences on the mind of the reader.

From our earliest apprenticeship, when we were told that "a job for a hardware store should be set in type different from that used for a job for a milliner," we have had impressed upon us the fact that certain type-faces suggested certain things to the mind, and that if we wished to get the best results in our type-designs it was necessary to take these facts into consideration.

But it has remained for Benjamin Sherbow, of New York city, to put the above statements into simple, definite and concrete form. Mr. Sherbow is a specialist in type arrangement and the supervision of printing, and in a recent booklet he has brought out very forcibly the importance to advertisers of the choice of types fitted to give the right impression, suggestion and influence.

The edition of the booklet was naturally limited, and as the presentation of the points contained

therein is so clear and convincing we have reproduced a number of the pages in order that our readers may have the opportunity of seeing how well the subject has been handled.

On the first page Mr. Sherbow has pointed out that femininity is suggested by the light-face italic letter, and surely no one will question the fact that the grace and beauty of the italic letter suggests the feminine. One readily sees the connection between this type-face and such things as laces, millinery, etc.

Next comes the heavy, bold-faced type, suggesting strength. This type carries with it impressions of machinery, castings, etc.

Severity is suggested by the clear-cut letter used in the third example. With its smooth, hard lines and sharp contrasts it carries out very effectively the suggestion.

The roman capitals are dignified, formal letters, and in using this particular letter-form, which approximates very closely the letters usually carved in stone, the impression of dignity is very pronounced.

TYPE can suggest

Type can suggest, not merely by the words it spells, but by the appearance of the type itself:

femininity

Strength

These reproductions, together with those on the following page, are from a booklet by Benjamin Sherbow, New York city.

The booklet is designed to illustrate the suggestive power of type-faces.

Severity

DIGNITY

INEBRIETY

The arranging of words vertically, a practice popular with some compositors in an endeavor to achieve originality, has been aptly characterized by Mr. Sherbow as tending to produce the suggestion of inebriety, as is shown in one of the reproductions.

Antiquity, or rather its suggestion, has been exemplified by the use of a line of capitals and small capitals, widely spaced. One readily associates this style of type arrangement with the catalogue of a dealer in old books or antiques.

Common sense has been typified in the use of a lower-case line of a plain letter of medium weight.

One can not fail to catch the intent in the top line of the last page reproduced, as the suggestion of cheapness is readily apparent.

We are all interested in following the course of the man who has gotten away from the beaten paths — who has branched out into new fields in order that his mental horizon may be broadened, and we follow his successes or failures — more especially the former, however — with much interest. This being the case, the readers of this department will undoubtedly take pleasure in looking over the accompanying reproductions of lettered designs by Z. E. Weatherly, of Birmingham, Alabama. Mr. Weatherly is foreman of the composing-room of The Birmingham Publishing Company, and finds time, among his other interests, to devote to designing special work. A close student of lettering and decoration as applied to printing, Mr. Weatherly has produced some exceptionally interesting designs.

Once again the question of decoration forces itself upon us, the immediate cause being a school report card, reproduction of which is shown herewith. Following out the line of thought contained

ANTIQUITY

common sense

HHARPTERS

—and most things else (which I would illustrate if I were not arbitrarily confining myself to a sixteen-page book).

The importance of this to the advertiser lies in the fact that the effectiveness of his word-message can be furthered by the choice of fit types to give the right impression, suggestion and influence.

The skillful arrangement

# Commercial Printing Company Printers - Binders and Lithographers







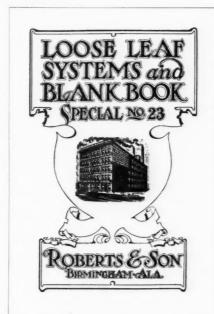






three years old, going on four, makes occasion of it. anniversary to express it appreciation to 50 who have made possible the modest measure of success the company has attained

October



Commercial designs by Z. E. Weatherly, an I. T. U. Course graduate, of Birmingham, Alabama. The two heavy designs in the center of the page were engraved on wood.

Severity

DIGNITY

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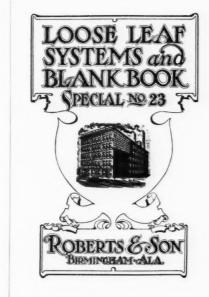






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October 1913



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Decorative designs by Z. E. Weatherly, Birmingham, Alabama.

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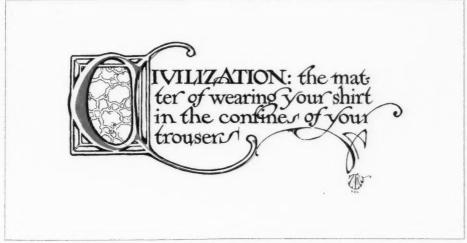
FI	ULLERTON
	LIC SCHOOLS
	1913-1914
	REPORT CARD
Of	
Grad	de
	•
c. w	WATSON, Superintendent Fullerton, Nebraska

The fussy decorative design at the left little suggests the dignity which characterizes educational work. The dignity and simplicity of the resetting are more in keeping with the subject.

in the reproductions of Mr. Sherbow's examples of type suggestiveness, this card does not appear to fill the bill. We associate the daily workings of educational movements with a certain dignity which is not impressed upon us by the fussy design of unrelated decorative spots here shown. We feel that greater dignity and more simplicity of design should characterize printing of this kind and for this pur-

the young listener. It is a fact that a great amount of his time and the time of his teachers has been simply wasted."

Vocational schools are very numerous in Great Britain, as any municipality may, by establishing them, share in a national fund set aside for the maintenance of trade schools. The restriction set forth above applies to such trades as plumbing, car-



Another of Mr. Weatherly's designs.

pose. To this end, then, we show a resetting of the report card in question, eliminating much of the decoration and using the type-face which suggests most strongly dignity — the roman capitals.

# Common Sense Asserting Itself in Vocational Teaching.

The London County Council has this year decided to change the rules governing all technical schools in London under its jurisdiction. In future no lad is to be taught trades or to receive special technical instruction unless he has already attained a certain standard of elementary knowledge in the three R's. Examinations are held, the passing in which serves as a standard. Lads who fail to pass are required to spend two evenings a week in an ordinary public night school in which English and arithmetic are taught. Such a lad will be allowed to study one evening a week in the trade school. When he has upon examination shown satisfactory progress in the acquisition of elementary knowledge he is allowed to put in two evenings a week in the trade school and one evening a week in the elementary school. Upon passing the standard examination he is not required to continue in the elementary school. A well-known writer, commenting on this sensible restriction, says: "It is, after all, of very little service to have a wellinformed and highly skilled man engaged in a technical institute pouring water through a sieve or repeating what are really abracadabras, because they carry no real significance or enlightenment to

pentering, etc. It has been proved that it is usually impossible to make a good mechanic out of a lad who has lacked the opportunity or is defective in the power of application necessary to acquire the general elementary education given in the public schools. How much more is that elementary education necessary in lads who enter the printing business and have to deal with words and their meanings every hour they are on the pay-roll? No master printers should allow any lad to enter a composing-room to learn typesetting who is not fairly proficient in the three R's. To do otherwise is foolish, and is harmful both to the lad and the business.

# Thanks, Ever So Much, Mr. Farr.

Mr. Edwin H. Farr, editor, *The Whiting Call*, Whiting, Indiana, wrote us the following letter, not for publication, but it is too good to keep:

Yesterday The Whiting Call candidate for mayor of Whiting, Walter E. Schrage, was elected by an overwhelming majority. The lights are all lit and burning, and won't go out for four years. We "ain't mad at nobody." Have had a wonderful run of business at good prices, and everybody satisfied and happy. The gentle muse returns, and wishes me to contribute the following:

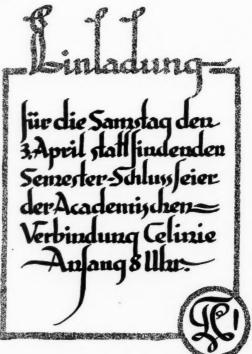
We're off again for another year,
With flying spark and splinter;
And the vim we get, to our hearts so dear,
From the matchless Inland Printer
Is the vim we need, for it puts us right
In the class we like to be in 'ter;
So send it along, and excuse the song—
Here's 3 (\$) for your Inland Printer.
Hoping you will survive, I am

Yours very heartily, EDWIN H. FARR.









Designs submitted by German trade-school students in a contest of the Landesgewerbemuseum, of Stuttgart, Germany.

Reproduced from Archiv für Buchgewerbe, Leipzig.

# APPRENTICE PRINTERS' TECHNICAL CLUB

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value.

Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers'

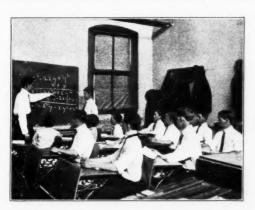
Technical Club, 624-632 Sherman street, Chicago.

The future of the apprentice certainly looks encouraging. He is occupying a position which makes him the center of attention in all of the educational discussions now being held throughout the land. Vocational training societies, organizations of employers, organizations of employees, educational bodies - all are keenly interested in the welfare of the apprentice. And in all this agitation the affairs of the apprentice in the printing-office are well to the front, and great effort is being put forth in an endeavor to give him a square deal and make of him an efficient craftsman. In view of this fact, it will be

interesting to readers of this department to know of the efforts being put forth by one printing concern the Foote & Davies Company, of Atlanta, Georgia to aid the boys in its employ. We recently received from this firm a booklet entitled "Efficiency" in which were set forth the plans of education now in force in its apprentice school. The booklet itself, which, by the way, is an excellent example of highgrade work, was printed and bound by students.

The following paragraphs, quoted from the booklet, will give a clear idea of just how this instruction is handled:

"In the apprentice school are combined a school of the ordinary type - with a curriculum embracing





Views in the apprentice school of the Foote & Davies Company, Atlanta, Georgia.



by developing still more efficient workmen. The purpose of the school is to make each graduate an expert in so

the school is to make each graduate an expert in some branch of the business, familiar with all branches, and with a thorough education, moral as well as academic and technical. The advantages to the boy are obvious. He is receiving an education and at the same time is being taught a first-class trade more thoroughly than he could learn it in any other way. He is being prepared to assume the responsi-bilities of life, equipped with not only a literary education— which is almost essential, although insufficient alone—but at the same time with a thorough knowledge of a productive trade, which ever has a cash value; and, in addition, he acquires an invaluable asset in learning how to work with the greatest degree of efficiency at that trade. While the students are given the widest opportunity possible, their success depends upon their individual efforts, and the diligence with which they apply themselves. It is particularly true of the printing trades—as it is of all trades requiring skill in their printing trades practice—that every boy is not fitted by nature to become a skilled workman. When a boy who does not show an apti-tude for any branch of the business, and is not fitted for clerical or administrative work, enters the school, he is eliminated as soon as possible, to make room for those who do show prom-ise. No time is wasted in developing a mediocre workman beside the useless expenditure of energy involved in such a process, it would not be fair to a boy who might be a genius of efficiency in some other field of achievement.

The instruction offered is at all times intensely practical, and tends to the development of thoroughly competent work-men. It is for this reason that the literary feature of the school exists—for a general education is necessary to compe-tence in any line. As far as is consistent, literary instruction is given in such manner as may be most readily applied to

Page from a booklet issued from the apprentice school of the Foote & Davies Company.

the studies usually offered in the higher grades of grammar schools and the lower grades of high schools—and a technical training school offering

the shop at large serves as a laboratory for the school.

"The advantages to the boy are obvious. He is

receiving an education and at the same time is being taught a first-class trade more thoroughly than he could learn it in any other way. He is being prepared to assume the responsibilities of life, equipped with not only a literary education — which is almost essential, although insufficient alone — but at the same time with a thorough knowledge of a productive trade, which ever has a cash value; and, in addition, he learns how to work with the greatest degree of efficiency.

"The mathematical problems which are given to the student are of a kind which arise every day in actual work in the shop. The exercises in rhetoric and grammar are given with special reference to punctuation and correct paragraphing, which are necessary for good work in the composing-room."

The literary department of the school is in charge of W. W. Foote, while A. A. Wilson has supervision over the technical department. Herewith are shown a few views of the school, together with one of the text pages from the booklet.

The apprentice is also receiving much attention from educational bodies, and high schools in many of our cities offer courses to apprentices in printing as well as other trades. In Cleveland, the Ben Franklin Club has coöperated with the board of education, with the result that the printing department of the West Technical High School of that city is in the front rank as an aid to ambitious boys. One-half of the time spent in the school is devoted to the study of lettering and design, the balance being devoted to what might be called the practical work - composition, presswork, etc. The printing instruction is under the supervision of J. Orville Wood, a practical craftsman and a graduate of the I. T. U. Course of Instruction in

Printing. The reproductions shown herewith will give an excellent idea of the equipment placed at the disposal of the boys, as well as some idea of the class of work which they are producing.

#### Specimens.

GEO. WM. MAYER, Pittsburgh, Pennsylvania.—In order that perfect harmony of shape and tone may be maintained throughout a piece of work, it is desirable that it be confined to one or two type-faces. We note that in some of the specimens sub-





Views in the printing department of the West Technical High School, Cleveland, Ohio.

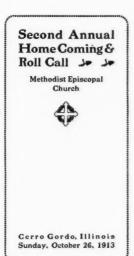
instruction in all branches of the printing business, which comprehends all trades included in the term 'graphic arts,' as well as all allied industries, such as bookbinding, electrotyping, etc. Half the time of the apprentice is spent in the school, the other half being utilized in the different departments of the plant, where they put into practice the technical knowledge gained in the schoolroom under the direction of the heads of the various departments, so that

mitted you have used three or four different series, and would suggest that you avoid this in your future work. We would also suggest that you avoid the arrangement of type in curved lines, as lines of this character are rarely, if ever, pleasing.

H. B. RUBIN, Troy, New York .- The window-cards are well

reproduction. The spots on the program cover are rather too strong for the rules with which they are used. We are pleased to award you a "Certificate of Excellence."

WALTER F. SCHULTZ, Keene, Texas.—We would suggest that the two large lines which comprise the name of the school be





Interesting pages by Walter Wallick, Cerro Gordo, Illinois.

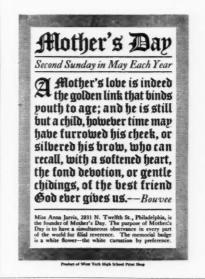
arranged and very pleasing, those printed on red stock being especially good. The color of the stock, however, prevents a

placed a little closer to each other, with more space between the last one and the line containing the address. The color com-

# COURSE of STUDY in PRINTING



Work of students of the West Technical High School, Cleveland, Ohio.



Work of students of the West Technical High School, Cleveland, Ohio.

bination is quite satisfactory, although the design is hardly strong enough to admit of a cut in the background without loss of legibility.

CARL CURTISS, Kalida, Ohio.— The specimens are all good. We would suggest, however, that you raise the center line on

the theater ticket about two points and set the last line in the same series of type as that used for the top line.

HOBART RONE, Yuba City, California.- We think you have done nicely with the ticket, although perhaps one or two series of type would be preferable to having each line in a different

THOMAS GODFREY, Vancouver, British Columbia .- While one can not but admire the mechanical excellence which characterizes the card, we feel that the matter of panels has been a trifle overdone and that a more simple arrangement would better fit the amount of copy which you have used. We should avoid

HAROLD WILSON, Nashua, New Hampshire.- While the advertisements are quite satisfactory, there are one or two points to which we would call your attention. In the advertisement for the L. Carlton Furniture Company we note that you have set the display at the top in condensed type and the display at the bottom in an extended face. A more pleasing harmony of shapes would have been secured if you had used the condensed letter for the bottom display also. In one or two of the advertisements we note a tendency to place too much space between words in lines set in condensed type. There is too much decoration and too little variety of type-sizes in the theater advertisement.



ottrells

## **Society Brand** Clothes For Young Men and Men Who Stay Young

- They have earned a reputation for sup-earned a reputation through being the bea are naturally shown at the best store. features in additional to pure woolens procedure.
- (antioned.) If Coats are very stylish and can be had following features: Pencil pocket, cash p on inner left side and in outer right pocket, prespiration shields, neck cape, extension pocket, boutonniere holder, watch pocket.
- pocaet, coutonnere noiser, waten pocaet. Vesta include such features as side buckles, velvet-lined watch pocket, pencil or fountain pen pocket: vestee, detachable, attached with buttons, one inch outlet on each side. The shoulders free or athletic vest with models Budd and Gabby.
- ¶ Trousers carry all the latest wrinkles, permanent crease, patented; cash po-right-hand side pocket, guards in watch pencil pocket in right-hand hip pocket, belt slides, specially designed buttons.

#### Cottrell's 621 to 627 Sixteenth St.

## Society They have earned a reputation for superiority, earn Brand de a reputation through being the best, they are naturally shown at the best to compare the store. Special features in addition to pure woolens or young men or properly feathinged.

tor young men addition to properly fash and men who stay young



Coats are very stylish and can be had with following features: Pencal pockets, cash pockets on inner left side and in outer right pocket, cloth pera-piration shields, neck cape, ex-tension sastety pocket, bouton-niere holder, watch pocket.

vests include such reatures as side buckles, velvet-lined watch pockets, pencil or fountain pen pocket; vestee, detachable attached with buttons, one incident of the pencil of the penc

Trousers carry all the latest wrinkles, such as perman-ent crease, patented, cash pocket in right-hand side pocket guards in watch pocket, pencil pocket in right-hand hip pocket, tunnel beit sides, specially desarned buttons

**Cottrell's** 621 to 627 16th St.

The advertisement at the left, by Rudolph F. Tyarks, won first prize in the Denver contest for September. The center advertisement is by Harry Sherman, and the advertisement at the right is by Andrew Cuthbertson.

arranging a design composed of a number of panels and then being obviously at a disadvantage in trying to fill them all. The design should be made to fit the reading matter.

LEO F. KOCH, St. Louis, Missouri.— The advertisement is well arranged and offers no opportunity for criticism.

WALTER L. BREWER, New Orleans, Louisiana .- The card is well arranged, although we would prefer your suggestion as to the distribution of the colors. The letter-head is good in design, although the type-sizes are perhaps a trifle large.

JOSEPH TINGER, Chicago, Illinois .- We would suggest that you avoid wide space between words when using the text letter. This particular letter form was designed to set closely together, giving a rich color effect to the page, and when we space widely between words we destroy this color effect and break the design up into spots. The specimens as a whole are very satisfactory.

WALTER WALLICK, Cerro Gordo, Illinois .- All of the specimens are well arranged and we find nothing which calls for criticism. The pages of the program for the Methodist church are interesting, and we show herewith reproductions of them. As a matter of personal taste, we would prefer to see the ornaments omitted from the third line on the cover, with the reading matter centered. We are pleased to award you a "Certificate of Excellence.'

G. G. GREEN, Sherbrooke, Quebec .- The work is all very neat and tasty. We would suggest that where it is necessary to space a line out to fill a certain measure you letter-space a trifle, rather than place so much space between words. This applies particularly to the third line on the card for F. J. Southwood & Co.

GERALD SWEENEY, Spring Valley, Illinois .- A little more variety in the sizes of type used would improve the two cards. Some of the lines could be set smaller, thus giving more white space. We would suggest the omission of the lower rule from the cover-page design.

Your card would be more pleasing with one rule instead of two, as at present there is too much red in the design.

JOSEPH A. WEIS, Springfield, Illinois .- The program covers page would have been much more pleasing if you had centered the two lines at the top instead of cutting them into the border at one side. As a usual thing, a symmetrical arrangementone in which all of the lines are centered on the page - is preferable to an arrangement in which some of the lines are thrown to one side or the other. There is altogether too much space between words in the upper lines on the blotter. would suggest that you avoid arranging words vertically, and in this connection would direct your attention to one of the reproductions shown in the Job Composition Department.

#### Results of the Denver Contest.

The problem in the September contest conducted for apprentice members of Denver Typographical Union, No. 49, was the setting of an advertisement, and the results were as follows:

First Place - Rudolph Tyarks, with the Great Western Publishing Company.

Second Place - John Coursey, with The Carson-Harper Company.

Third Place - William Handleman, with the A. B. Hirschfeld Press.

We show herewith a reproduction of the design which won first place, together with two other interesting arrangements submitted by other contestants.

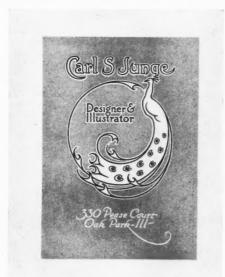


BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

THE Moore Printery, Hamilton, Ontario.—The stationery is nicely gotten up, and is quite satisfactory in every respect.

H. R. T. GENNSKE, Youngstown, Ohio.—Your work is all satisfactory, and we note that you have gained excellent effects by keeping each piece of work in but one series of type.



An especially attractive card. Original in gray and gold on white stock.

FROM the Mercantile Printing Company, Honolulu, Hawaii, we have received copies of an interesting program of a printers' outing. It is printed in green and brown on white stock.

THE work of N. P. Eby, Fresno, California, is invariably pleasing in design and color. A package of recent specimens emphasizes the value of simplicity in type arrangement.

Printin' Dope, the house organ of Miller & Hancock, Cincinnati, Ohio, is attractively gotten up, the text matter being interesting and the typography pleasing.

H. H. MUNGER, Chicago, Illinois.— The work is very satisfactory throughout, and calls for no criticism. The card for Carl S. Junge is an unusually pleasing example, and we show herewith a reproduction of it.

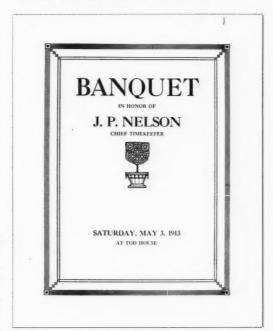
A PACKAGE of commercial specimens from H. Nidermaier, Youngstown, Ohio, contains an unusually large number of interesting examples. Among others, a menu title-page is especially noticeable, and we show herewith a reproduction of it. HARRY MINCH, Jr., Philadelphia, Pennsylvania.— The specimens are all excellent in arrangement and offer no opportunity for criticism.

From M. E. Miller, Fairmont, West Virginia, we have received a package of attractive commercial work, well designed and pleasing in color arrangement.

SPECIMENS from Frederick J. Barton, Farmington, Maine, are exceptionally neat in appearance and pleasing in color. A consistent use of old-style type characterizes Mr. Barton's work.

BOOKLETS and advertisement designs from the Gage-Downs Company, Chicago, are very striking in design. A noticeable feature is a pleasing relation between illustrations and text.

H. R. WITTER, Canton, Ohio.— The specimens show a clever originality and are well arranged. The letter-head design is particularly pleasing in design and color harmony.



Title-page of a menu by H. Nidermaier, Youngstown, Ohio.

W. G. Daniel, Wellington, Missouri.—With the exception of a slight tendency toward the use of rather large type-sizes in some instances, your work offers no opportunity for criticism. When one is in doubt as to the relative value of a strong display and a modest one, it is usually safe to choose the latter.

COMMERCIAL specimens from the National Printing Company, Portsmouth, Virginia, are nicely gotten up and offer no opportunity for criticism.

Specimens from I. M. Harris, Brooklyn, New York, are well arranged and conform to the requirements of good typographical design. They call for no criticism whatever.

EARL E. Snow, Blufton, Indiana.—Text and script types should be spaced closely in order to secure the most pleasing effects. If you had run the black form last the letters in the main line would have presented a better appearance.

FROM the Review Printing and Embossing Company, Chicago, we have received examples of high-grade embossed stationery.

Organized January 23, 1889
DIVIDENDS PAID
SINCE ORGANIZATION
\$120,750.00

OFFICERS

E. M. THORPE, President
C. M. TYSON, Vice-Presiden
J. A. SPACE, Cashier

DIRECTORS
E.M. THORRE
J. F. THOMSON
J. G. FORBES
C. M. TYSON
T. A. BAILEY
A. H. MANSON
J. A. SPACE

## CONDENSED REPORT of the CONDITION OF THE DARIEN BANK

DARIEN, GEORGIA

AT THE CLOSE OF BUSINESS AUGUST 14, 1913
RESOURCES LIABILITIES

RESOURCES

Banking House . \$ 2,000.00
Real Estate . 3740.26
Furniture Fixtures
Bills Receivable . 20,039.07
Cash on Hand and with Banks . . . 20,939.07

Total \$199,681.15

IA AUGUST 14, 1913 / 107

Capital Stock \$ 25,000.00 Undivided Profits 14,574.54 Dividends Unpaid 8,000 Individual Deposits Cashier's Checks Savings Department 5,462.11 Due Banks . 2,055.14 Time Certificates 24,900.00 Bills Payable . 15,000.00

Total \$199,681.15

CAPITAL STOCK \$25,000.00 UNDIVIDED PROFITS \$14,574.54

4% Compounded quarterly paid on Savings Deposits, and 4% on Time Certificates issued for twelve months.

Safety Boxes for Rent Foreign Exchange

Foreign Exchange Bought and Sold

We invite business from Banks, Firms, Corporations and Individuals

Blotter design by David J. Gilldea, Catonsville, Maryland.

THE Cadmus Press, Los Angeles, California, issues an interesting house organ entitled *Little Uxtra Ordinary*, and the appearances justify the title. It is unusual in treatment, but consistent throughout.

Press Printing Company, Montrose, Colorado.—Of the two letter-heads we prefer the one printed on the colored stock. Both designs are good, but the stock and colors on the one heading more than offset the embossed effect on the other.

W. H. Orr, Hiawatha, Kansas.— Neither of the specimens calls for any criticism whatever, although we would question the necessity of having the city and state addresses appear twice on the letter-head.

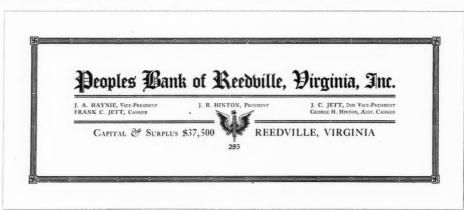
A. H. MISHAW, Toronto, Ontario.—The booklet is very nicely arranged, and offers little if any opportunity for criticism. We would, however, suggest that the colors be omitted from the line directly above the cut on the first page.

The work is exceptionally well handled, and the colors are very pleasing.

A BULLETIN produced for the Sangamo Electric Company, of Springfield, Illinois, by Ray D. Lillibridge, Incorporated, New York city, is nicely gotten up. The design and colors are pleasing and the half-tones are well printed.

F. H. HERZBERG, St. Louis, Missouri.—The specimens show a lack of shape harmony due to the fact that condensed and extended types have been combined too freely. A lack of variety in the sizes of type also spoils the appearance of much of the work.

DAVID J. GILDEA, Catonsville, Maryland.—Although all of the specimens are well handled, the blotters, reproductions of which we show herewith, are particularly interesting. Simplicity of design and a careful selection of type characterize both of these examples.



Blotter design by David J. Gildea, Catonsville, Maryland.

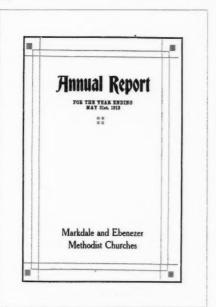
FROM the Randall Company, St. Paul, Minnesota, we have received an exceptionally handsome folder announcing Harry L. Willson as secretary of the company. The folder is printed in blue and gold on light-blue stock.

WILL M. MACGILLIVERY, Boyne City, Michigan.— Both the letter-head and bill-head are good in design and color arrangement. We would suggest that the small end panels be made of the same height as the center panel, thus doing away with the short pieces of rule.

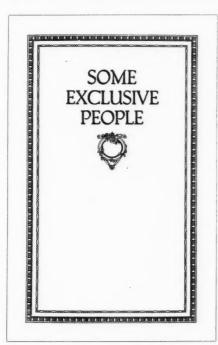
H. C. MILLER, Stratford, Ontario.—All of the examples are well arranged and pleasing in appearance. Perhaps a brighter color would contrast more effectively with the black on the letterhead for the Poultry Association.

ERWIN C. CONGER, Unionville, Missouri.— The stock certificate is nicely arranged and offers no opportunity for criticism. Of the letter-heads, we prefer the one without the panels, although the colors are rather weak, especially for the smaller type.

A PACKAGE of commercial specimens from George Wetzel, New Orleans, Louisiana, contains excellent typographical designs and pleasing color combinations. None of the work calls for criticism.



Interesting cover-design by the Standard Printing Company, Markdale, Ontario.



A cover-design by the printing-house of L. H. Roberts, Toledo, Ohio.

From Axel Edw. Sahlin, Jersey City, New Jersey, we have received a package of interesting type-designs. Although Mr.

Sahlin is now with the American Type Founders Company, these specimens were produced before he left the Roycroft shop at East Aurora and bear the impress of that plant.

R. C. Henry, Williston, North Dakota.— Of the three letterheads, we prefer the one printed on gray stock, although they are all good. We would suggest, however, that the design be placed closer to the top of the heading, with the address underneath.

A PORTFOLIO of advertising designs by the Barnes-Crosby Company, Chicago, contains interesting and effective examples of various methods of handling publicity literature, the designing, illustrating, platemaking and printing all being exceptionally good.



Attractive cover of the house organ of The Stratford Press, Worcester, Massachusetts.

FROM the printing-house of L. H. Roberts, Toledo, Ohio, we have received a package of unusually good commercial work. The type arrangements are very satisfactory, and the selections of stock and colors are carefully made. We show herewith a reproduction of one of the cover-designs.

THE Stratford Press, of Worcester, Massachusetts, issues one of the most attractive house organs that we have seen. It is called *The Stratford Printer*, and is printed in dark red and gray on gray stock. The cover-design is an especially striking piece of work in three colors, and we show herewith a reproduction of its

J. W. ARCHIBALD, Salem, Ohio.—The specimens are well handled throughout, and the hand-lettered work is especially interesting as indicating the possibilities in this direction. The cover-page of the dairy leaflet is marred by poor rule-joints, and we would suggest that panel designs be avoided unless the material is in good condition.

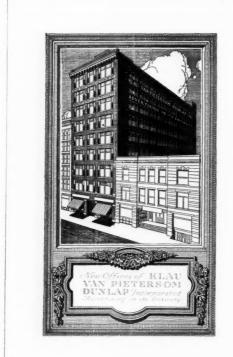
THE Standard Printing Company, Markdale, Ontario.—The cover-page of the fair booklet contains a trifle too much red. The top line on the "Voters' List" booklet shows too much space between words, especially as there is so little space between the ends of the words and the border. The cover of the annual report is an interesting design and we are reproducing it herewith.

To MARK the occupancy of its new offices, the Klau-Van Pietersom-Dunlap Company, of Milwaukee, Wisconsin, has issued a handsome announcement, a reproduction of the first page of which we show herewith. The original is printed in brown and orange, on india-tint stock, and is very striking.

WE show herewith a reproduction of the effective cover of a booklet recently issued by F. W. S. Clark & Co., Limited, London, England. The booklet deals with the advantages of good illustrations in printed matter, and the cover, which is particularly appropriate, is printed in two colors.

Announcement of the formation of the Missouri-Interstate Paper Company, of Kansas City, Missouri, by the consolidation of the Missouri Paper House and the Interstate Paper Company, is made in a handsome booklet just issued. The text is well printed, and the illustrations, which consist of half-tone portraits of the officers, are tipped on the pages.

An attractive announcement on hand-made stock calls attention to the fact that Hal Marchbanks has purchased the printshop of the Hill Publishing Company, New York. For the past seven years Mr. Marchbanks has been manager of this plant, and has been much in evidence in the simplicity of treatment which has characterized its product.



Cover-page of an effective announcement by the Klau-Van Pietersom-Dunlap Company, Milwaukee, Wisconsin.

LA FAYETTE DOERTY, Findlay, Ohio.— Your specimens are, as usual, excellent in design and color. We note the special design for the theater heading, and would suggest that if you had made the decorations at the ends a trifle smaller it would have allowed more space for the center panel, and thus admitted of slightly larger lettering.

WE show herewith a reproduction of one of the labels used by The Paper House of New England, Springfield, Massachusetts. The original is printed in black and orange on white stock, and this color combination, as well as the style of typography shown on the label, characterizes all of the printed matter used by this concern.

THE Art Press, Weyburn, Saskatchewan.—As a usual thing, the most satisfactory results are secured where the greatest portion of a piece of printing is run in a cold color, rather than a warm one. As red, orange and yellow are warm colors it is advisable that they be used only in small quantities—just enough to brighten up the page. Of the three blotters, the one on gray stock shows the most pleasing color arrangement.

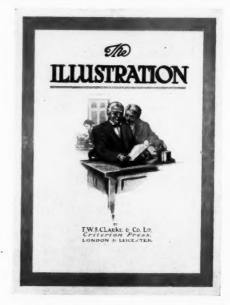
JOHN ORLEBKE, Rochester, New York.—While both of the specimens are good, we would make one or two suggestions regarding them. We would suggest that you avoid leading part



A striking label design.

of the text matter on a page and running the balance solid, as you have done on the second page of the program. We would also suggest that a red inclining more toward orange would contrast more pleasingly with black on the poster.

A PACKAGE of commercial specimens from Charles Ashcraft, Middlebourne, West Virginia, contains interesting designs and good color combinations. Aside from the fact that a few of the specimens show borders which are composed of rather large

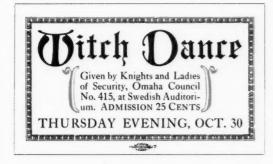


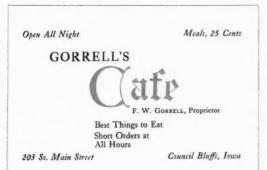
Attractive booklet cover by F. W. S. Clarke & Co., Ltd., London, England.

individual pieces, there is nothing in the work which calls for criticism. Where borders are used, care should be taken that they are composed of small designs that may be seen as a running band of color rather than a succession of separate spots or designs.



Louis F. Ruel, Jr., New York city.—All of the specimens are well handled and none of them calls for criticism. We show herewith a reproduction of one of the cards.





Ticket designs by R. J. McAnally, Omaha, Nebraska.

SPECIMENS from R. J. McAnally, Omaha, Nebraska, invariably show interesting designs. Among his recent work, perhaps the most unusual arrangements are those of cards and tickets. We show herewith reproductions of some of them.

HEREWITH are shown reproductions of a number of advertisements by George L. Schuessler, St. Paul, Minnesota. They were designed for a small publication, the nature of which permitted a strong display. Although they exemplify contrast rather than harmony in type-display they are very pleasing and are excellent in arrangement.



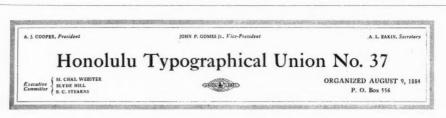
Attractive ticket by Louis F. Ruel, Jr., New York city,

John W. Hazeldine, Vancouver, British Columbia.—The specimens are very satisfactorily gotten up, although there are one or two points to which we would call your attention. On the cover for the Manx Society program the cross rules are too heavy to harmonize in tone with the type, and the cut, being placed directly in the center of the space between the upper and lower groups, does not divide the space into pleasing proportions. When the text letter is used, it should be closely spaced between words and lines.

"How the Booklet Goes Through the Printing Shop" is the title of an attractive booklet issued by the William F. Fell Company, Philadelphia. It is in the nature of a personally conducted tour, and takes up, point by point, the various processes through which the booklet goes from its beginning to its completion. The object is to give to the buyer of printing a clearer conception of the requirements of good work in order that he may get better results in his dealings with the printer.

The booklet is nicely gotten up, and is in keeping with the high standard which marks the productions of the William F. Fell Company.

arranged, this line divides the space between the upper and lower groups into equal parts, and does not give proportion in the breaking up of the white spaces.



A pleasing letter-head by J. P. Gomes, Jr., Honolulu, Hawaii.

THE typography of J. P. Gomes, Jr., Honolulu, Hawaii, is invariably neat and simple in design and marked by an absence of undue ornamentation. We show herewith a reproduction of one of his letter-heads.

WE show herewith a reproduction of the cover of an attractive booklet issued by William E. Peterson, New York city. The original is printed in orange and gray, on gray stock, and is very striking.

A. P. Halpin, Calgary, Canada.—The letter-head is very satisfactory, although we would suggest one or two slight changes. The outer rules, the rule underneath the main line, and the ornaments in the end panels are just a trifle heavy to harmonize in tone with the type. The two lines in the center panel should be placed closer together, especially as there is so much space between the ends of the lines and the rules. On the program cover-page the main line should be raised a trifle. As it is now

We show herewith a reproduction of a poster produced by the Hawaiian Gazette Company to advertise the 1914 Water Carnival at Honolulu. The original, which suggests a lithograph, was printed from zinc etchings in four colors, and as the making



A striking poster by the Hawaiian Gazette Company, Honolulu, Hawaii.

of the plates necessitated combining some of the methods of the lithographer with those of the zinc etcher, a description will be of interest. The half-tone was first etched in the center of a 25 by 38 inch sheet of zinc, the remainder of the surface being protected. The balance of the block, or key-plate, was then drawn on the zinc with tusche and etched impressions taken on semi-transparent or tracing-paper, after which the impressions were bronzed to insure absolute opaqueness. This was then used as a negative and printed on sensitized paper to insure register for the other colors, which were then worked up with a shading machine, etching ink and tusche, as in smaller work.

GHOST DRAWING



Striking cover-design by Wm. E. Peterson, New York city.



BY BERNARD DANIELS.

#### The Fallacy of the Competitive Bid.

Competition of the right kind is a benefit to any line of business, but the so-called competitive bid of to-day, as we see it in the printing business, is a fallacy that has come to us from the ages when our ancestors were groping for light and endeavoring to protect one another from the rapacity of the rascal and the perfidy of the lying salesman. It only served to cultivate the lower passions of the mind, greed, cupidity and trickery, and put every man who entered the competition on his mettle to do or die—and he usually succeeded in doing himself. Even in the modified form we have to-day it is a promoter of dishonesty and a destroyer of quality.

The fact has been proved that no institution, government or business founded on unfair methods can continue to exist and grow for any lengthened period; it will soon decay and collapse. No business built up by taking advantage of any one class of its clients or customers, or of the people who supply its needs, can be continuously successful. Therefore, successful business houses generally use good printing and preferably buy it from printers with a cost system.

The "cost-plus" idea did not start with a printer or in the printing business, but it is being rapidly introduced and will soon be a factor in the placing of all the most desirable orders. Once the buyer of printing learns that his printer has a cost system that can be depended on he feels safer in giving him the open order than he does in struggling with competitive bids and trying to interpret the mixed specifications so as to get what he thinks he is paying for.

All estimates are not competitive, nor is all or even a large proportion of the printing done placed by estimate; if it were, quality would soon be a relic of the past and the business again drop into the depth it had reached about a dozen years ago when the various boards of trade, Franklin clubs and master printers' leagues sprang into existence through the very emergencies of the occasion.

The past few years have shown that there is a real competition that is more effective, and which will bring more business and more money to the printer than all the competitive bidding, and that is the competition of quality. These two competitions are as far apart as the antipodes and as different as day from night, and the education of the public as to the fallacy of the competitive bid and the establishment of a market value for the printer's product, which is gradually being wrought out, is creating a competition of quality and service that will soon place the printer where he belongs and make the printing business what it should be - the leading manufacturing business of the world. Almost every one has heard the story of King Solomon and the blacksmith, and perhaps has seen the beautiful picture of his recognition that has been plentifully copied; but few printers realize that they stand to the whole world to-day as that smith stood to the other workers. He made their tools; without him they were helpless. The printer makes the tools of business; without him modern business and civilization would perish from off the earth. Why then allow the cunning workmen in other lines to play you and deceive you with the worn and flimsy fallacy of the competitive bid?

Come out and be men. Declare your freedom and publish your price-lists and stick to them. Victory will not at once perch on your banners, and there may be several bitter fights, but you must win if you stand resolutely fast and protect yourself with the breastworks of a correct cost system backed up with the desire to serve and the determination to give value and demand it.

#### Imagination and Reality.

Quite recently we felt it our duty to do some missionary work with the hope of converting a printer who was almost ruinously low in his prices on every large job he handled. He was easy enough to approach and admitted that he had never found any cost system that gave him satisfaction. When remonstrated with for his low prices he said: "What would you have me do; rob the customer?" This, no doubt, he intended to draw forth a question as to his profits, for at the hint as to there being any he quickly said, "Why, we made twenty-five thousand dollars in this business last year," and said it as if he really believed it.

This started our curiosity, and after diligent inquiry we found that he was running a plant that cost \$150,000 and keeping it fairly busy and should have been doing a gross business of from \$200,000 to \$250,000, on which latter sum his \$25,000 profit would be only ten per cent, a sum certainly none too large. But knowing of some of the prices that he had been quoting - in several cases far below the actual cost of houses having cost systems - we were still mildly curious and asked, "Do you take your depreciation and interest out of the business each year and deposit it in a special fund — that is, the depreciation in a renewal fund and the interest in your own account for the use of your capital?" "Why, no!" was the reply. Then we asked, "Did you increase your plant to an extent equal to the amount of depreciation last year?" Again a decided "No!"

Then picking up a pad we made a few figures as follows:

Value of pla	int, \$	150,00	0:								
Deprecia	tion,	at 10	per ce	nt					 		\$15,000
Interest,	at 6	per c	ent						 		. 9,000
Total	that	should	l have	heen	with	adre	13/7	,		-	.\$24,000

Here then was the secret of his supposed profit of \$25,000 (speaking in round numbers). He was living on his plant investment, like a starving man on a desert

island, gradually consuming his own fat and flesh until death came to give relief. But unfortunately for the trade at large death comes all too slowly to the printing-plant that is being eaten up by low prices and the want of a correct cost system. The occasional high price helps stave off the evil day, and they long remain as thorns in the flesh of the trade at large.

Is there a remedy? Yes, a compulsory placing of a correct cost system in every printing-plant in the land. A big job. Yes, but not bigger than has been accomplished along other lines. All we need is the right start, and that we will get just as soon as enough printers who know the need of a cost system get together and go to work.

If the machinery and supply houses were to refuse to sell to any printer who could not show them a report of his cost system, showing a reasonable cost and a statement of business showing a fair profit, it would not be two years until every printer on the continent would have a good cost system. Of course, there would be a big readjustment of trade, but all would be making money, which only the few are doing now.

#### It Takes Too Much Time.

In the office of the average print-shop the salesman brings in his orders in the shape of a rough memo. pinned to the copy or written on the copy, or hands in the copy only and gives the order clerk or foreman indefinite or indistinct verbal instructions. Then, if anything happens to go wrong with the job, he claims that he "told Jim all about it" and can't see how he should be held responsible. And sometimes the shoe is on the other foot, and while the salesman has given definite instructions they have not been placed on the order sheet and the job either goes through wrong or has to be held up until the salesman comes in and straightens things out.

This state of affairs is one of the causes of lack of profit in the printing business and of lack of respect for the printer by his customer. When handling stock goods that only have to be taken from the shelves and passed along to the customer a simple number or other identifying symbol is sufficient to prevent error; but where goods are not only made to order, but each individual order is considerably different from any other order which has preceded it, a more distinct and definite method of handling the job must be devised, and that is why the order sheet or job record of a first-class cost-system printery is such a complicated looking affair.

When approached by a really efficient order blank many printers will exclaim: "It takes too much time to fill out all that blank, and besides we do not need half those items on most jobs." And he really means what he says. Let us see if he is correct. Let us visit his shop and see how his "simple blank," as he calls it, works, with only part of its spaces filled out.

As we enter the shipping space just back of the office the first thing we see is a young man carefully looking over an order and then starting to pack up the job. He has it jogged up and counted into 500's and is just about to wrap it up when the "boss" says, "Is that Jones' letter-head?" Being informed that it is he says, "Don't you know it was to be padded in 50's?" On being told the ticket doesn't say anything about pads, he very forcibly says, "You have been here long enough to know that all Jones' work is padded. Only last week you let one lot get by." Then up comes the cutter to know whether the card for the hardware dealer is to be run two up or single, and the young woman in charge of the folders to ask whether the program promised that afternoon is to be wire-stitched or silk

sewed like the dummy, and if the latter, where the silk is. Then the boss explodes and says, "I can't get any one to use their heads, it's all up to me to watch every little thing or I would be going to the poorhouse."

A gentle suggestion that all this could have been prevented by having some one write on the job-ticket just what was to be done, and to write it just when the matter was fresh with no liability of mistake, was treated as arrant foolishness of a cost crank who thought there was "nothing to do in a printing-office except write fairy stories."

Now, this man had a really nice small plant and ought to have been making money, but was barely getting along because of his careless business methods. As we passed into his pressroom he almost ran to one of the presses and snarled at the feeder, "What are you doing; don't you know that job was to be printed in green ink on seafoam paper?" Then, as he got closer, "Why, that stock was for that other job of Brown's." An inspection of the ticket showed no mention of color of ink or paper, and as his attention was called to it he looked a little foolish and said, "Why, the order number ought to have been on the pile of stock."

Here in a few minutes we found more errors and lost time than would have paid for all the clerical work required to completely fill out to the utmost detail all the orders going through the shop for a week, and from the manner in which the workmen took it they were used to this sort of thing.

After asking if jobs were ever set in the wrong type or wrong way of paper or wrong size and getting an affirmative answer, a few plain outspoken words of advice were given anent the proper way to send an order into the workrooms and the fact pointed out that one reset job would pay for a week's wages of an order clerk who would be accurate. Though to tell the truth he had one right there with time hanging heavy on her hands.

Here are a few of the things told him, which other printers will do well to study and practice.

Let every order entering your shop have a serial number and let your work docket be a duplicate of your order blank in arrangement and wording if not in size, and let it provide space to enter the following data:

The name and address of the customer, no matter how well your people ought to know it.

The date the order is received, and the dates on which you have promised proofs and the finished job.

A sufficient description to identify the job as the name of the booklet or catalogue, the number of pages, whether it has a cover or not, how bound, the trimmed size and what color or colors of ink it is to be printed in.

A definite description of the style of type and composition to be used and any special instructions as to punctuation or abbreviations—(yes, they might be on the copy, but they belong here).

Careful data as to size, quality, color and weight of paper or papers to be used and instructions as to the size sheet that is to go to the pressroom.

Instructions as to quality and colors of inks, and the quality of presswork required.

Particulars as to binding, folding, punching, perforating, numbering, padding, interleaving, cording, finishing, and any special work required in binding as well as all ordinary work.

Finally, careful packing and shipping directions and disposition of over copies.

All this has been accomplished by several of the more

popular order dockets and especially well by the Standard cost system form, but there is no fixed form that is unalterable, and you can vary yours to suit yourself, provided it gives your workmen the full instructions needed for a proper understanding of the work.

There is no use to talk of efficiency in your plant or to complain of high costs and small profits unless you let the brains in the office smooth the path of the job through the shop, and it will not suffice to say that "I am always on the job and don't let anything get stuck coming through."

Accuracy from the very start is the price you must pay for efficiency and good profits, and once you allow the ten or twelve dollar clerk in the office to save the time of the twenty-dollar workman in the shop you will realize what it means to really be the boss and use your brains to plan for better business and more of it instead of playing the

superintendence from the proprietor's salary, all expenses of dummies that fail to land, and all advertising.

A correspondent takes us to task for including advertising — that is, all advertising. Now, if advertising is not purely and simply a means of salesmanship, of solicitation, pray, what is it? You advertise to get business; you send out your salesmen to get business; you go out yourself to land some particularly hard proposition. All for the same purpose — to get business.

Most printers spend too much in proportion to the business they get, because they do not realize just what they are spending, the amount being scattered over several accounts. But if every item of expense that was caused by selling and the effort to sell were properly charged to a sales department and the total compared with the total sales, the percentage it was costing to make those sales



CONSIDER THE CAT.

watchdog through the plant to see that no one falls into the pits you, by office carelessness or laziness, have dug for them.

All improvement in your business must begin in the office and grow out into the shop. You don't pay your workmen enough to expect them to come in and teach you how to let them make money for you (there are many of them to-day who could though, since they have studied the various correspondence courses) and you pay them too much to allow them to waste their time guessing "what the devil that order means."

Just think this over the next time something goes wrong and see if there is not something out of joint in your office methods, before condemning the foreman or workman. Think and act.

#### The Sales Department.

Last month the Cost and Method-department spoke of the selling cost and recommended that all printers who had salesmen should have a "Sales Department," on paper at least, by keeping a separate record of the selling costs and charging up to the department the cost of actual salesmen's wages, a reasonable amount for management or would startle you — you who expect to make money on a possible margin of twenty per cent, and who are paying from five to ten per cent to your salesmen as salaries or commissions, and paying the art bills for dummies that fail and the carfare and postage bills and advertising bills of the sales department.

The gentleman who objected to putting the advertising in the sales department is a good advertiser, and said that if he did this his selling cost would be over fifteen per cent, while with advertising in the general expense column his sales cost was only a fraction over ten per cent. He was simply afraid to face the facts, and there are thousands like him.

If you have a properly managed cost system the advertising and selling expense will be distributed over the work whether you have a sales department or not. But if you have the sales department it will receive credit only for the actual business handled, and the load will go where it belongs in the final analysis and you will perhaps find that some work is costing you too much to get. For instance, if a salesman spends half a day planning dummies and persuading a customer to give him a chance at the job and runs up an artist's bill of \$15 and incidentals of \$2 and

then lands an order for a \$200 booklet, he should be shown some way to get all this on the job record of that job, and if he has not had it provided for in the price, either by himself or the estimators, he should be very promptly told not to allow it to happen again.

This is part of the real cost of that individual job, and if all printers understood it there would be fewer cases like one that occurred in a large city, the other day, when over \$1,000 was spent on preliminary work by five printers in trying to land a \$4,300 job that finally went to the lowest

bidder who had spent less than \$50.

The day will come when there will be another column on our job record with the heading "Sales Department," and then we may hope to see some more rational method of handling the dummy proposition. Selling is a real, legitimate cost, as much so as composition, but what would you think of the man who made a habit of setting up the job and sending in a proof to see whether he would get the order, failing to charge for the work done or to give the composing-room credit for the number of hours so expended? You pay out money in the sales department and should see that you know what it goes for and what proportion of it is productive.

#### Specialists and Would-be Specialists.

On several occasions, at cost congresses and printers' assemblages, the speakers have been heard to advise the printer who would get out of the competitive rut to specialize. "Get some specialty and push it," has been their slogan and a mighty good one, too, if properly understood. "Aye, there is the rub," if properly understood.

After such a meeting when a noted advertising man said, "The hope of the printer of the future is in specializing and getting away from the order-hungry mob of every-day printer salesmen," several of the aforesaid hopeful printers came to the writer and unfolded plans of going out after a special line of work — let us say business cards — and by printing it in full sheets make such prices as would give them control of the business. And they were one and all surprised when told that was simply "price-cutting" and had been worked before they were born.

One young man, however, grasped the idea and came to ask for help in working out his proposition, which was a good one and is now making good. He said that he was connected with certain organizations and had friends connected with others where receptions were frequent and where many good addresses were made, and he had conceived the idea of getting the speakers to have small private editions of their speeches printed in neat form for distribution among friends. It was a new idea in that city and he had a good education and artistic ideas (really artistic, not merely ornamental) and inside of six months had built up a nice little special business along this line, often getting an extra fee for revising the copy. To-day, he has two men whom he calls copy-readers doing this editing and is making money because his work sells on worth and service and not on price alone. He is a real specialist.

Then there is our old friend the label-printer who is a real specialist, even though he does double up and charges less than an ordinary printer can look at the job for. And, again, there are in certain localities printers who make a specialty of supplying the printing needed by a certain line of business, such as one firm we recall which does nothing but the printing required by shoe manufacturers. Then, too, we must not forget the ticket specialists with their special machinery and the loose-leaf specialists with

their peculiar equipment and several big edition printers scattered over the country. Only the other day we heard of a printer who keeps his plant busy entirely on timecards for various cost systems.

There is still room for real specialists in many directions and every week or so produces a new opportunity; but the printer who merely doubles up and slightly reduces the cost on standard printing, reducing the price to the consumer more than his saving, is not a specialist in any sense of the word. Yes, there are several letter-head specialists in different cities, and they are making good because they are real specialists and deliver the goods, and do not always do it by doubling up and certainly not by reduction of price.

The tendency of all businesses is to disintegrate into specialties. The first century of printing found the printer his own engraver and typefounder, and in some instances pressbuilder; but gradually the business separated until we now have the typefounder, the pressbuilder, the engraver, the bookbinder, and in some instances—in fact in almost every one of these lines—specialists in the subdi-

visions, and the end is not yet.

Specialize. Get a good line and equip for it, so that you can control it at least in your own locality and push it; but for heaven's sake don't demoralize the market by trying the double-up plan of price-cutting that has always brought its projector to an acquaintance with that amiable but unyielding officer of the law commonly known as the sheriff. Be a real one or let it alone, and win out by being a real business man.

#### Making the Cost System Work Smoothly.

The work of properly installing a cost system in a printing-plant and making it work accurately and smoothly is often retarded by the opposition of a few workmen, often only one or two in a department, who have conceived the idea that the system is to be applied as a whip to drive them to greater exertions and cause them to deliver a greater output of work without recompense, or to speed them up. This state of affairs is very annoying to the manager or proprietor who is anxious to get at his real costs in order to know just where he is going and what he may do to best increase his profits by cutting out losses.

A printer in one of the Southwestern States decided to install the Standard cost system and made all the arrangements, even to hiring the expert to do the installing. The blanks were printed and the time-tickets given out to the various departments and a date set on which their use was to begin. Murmurs of disapproval reached him from the shop, but he thought they were merely the usual printerian dislike for a change and paid little or no attention to them. In a few days he began to notice that there were many discrepancies in the records and many more errors of entry and lost tickets than before, so he began to look into the matter and called his foremen into consultation, and was assured that it was not their fault, but that the men could not understand the new-fangled time-tickets and made errors. They were dismissed with a warning that the system was there to stay, and they might just as well take a little time and instruct the men in the use of the new tickets. After about a month or so things seemed to be going better, except in one department. Again a meeting was called and some very emphatic language employed by the "boss" in regard to what must be done. Still no better results. No refusal to use the tickets, but general sloppiness and carelessness in handling them and entering the time of starting and stopping the different

operations. Of course under these conditions all averages were valueless and the records of the individual jobs were in doubt.

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At this point the expert suggested that instead of calling a meeting of the foremen, the whole force be called together and he be allowed to explain to them the reason for the time-tickets and the importance of their being exact. On the principle of "any port in a storm" this was done. An afternoon was set aside so that none could stay away; at three o'clock all work was stopped and the whole force gotten together in the shipping department, where there was the most room. Naturally, there was the usual growl and sarcastic remarks as to "Wonder what job he will want this charged to," and "Guess this goes down to repairs or wash-up."

After they had all assembled, the expert stood before them and harangued them something like this: "Ladies and Gentlemen: You are assembled here this afternoon because some among you do not seem to be able to grasp the true idea and importance of a cost system and your part in making it a success. Some of you have acted as though you thought the matter a joke and others as though you resented it as an infringement of your personal rights; but it is neither. It is simply an effort on the part of the man who pays your wages to find out who is going to pay him back again the money he pays you so that he may have it to pay you next week or next month. You know that you have in the office a bookkeeper and a clerk who carefully count every cent that comes into the office and as carefully place it in the bank for safe-keeping until pay-day - yours and the paperman's, the typefounder's and the inkman's - and that unless they did so your positions would soon not be worth holding. The bookkeeper and the clerk do not complain because they are required to use a certain system of bookkeeping in order to keep track of the money coming in and going out; they simply know the necessity and endeavor to collect all that is due the house and pay what the house owes under the direction of the owner, and you would soon feel any carelessness on their part and be quick to resent it if it caused a few cents to be missing from your pay envelopes on Friday. Now, have you ever considered your relation to the proprietor of this plant? Every day he buys from you a certain number of hours of your service for a certain sum each, and there is no doubt that you each deliver the goods to the best of your ability; but to whom do you deliver them? You say 'to the boss'; very well, we will let it go at that. Then the boss has on hand each day a certain number of hours which you have sold him; what does he do with them? 'Sells them!' I hear some one say; and that is right. But how does he sell them? He can't take them off the shelf and wrap them up himself. No, he allows you to deliver them to each customer in small lots, and you become his salesman just as the salesman in the department store who hands you the goods over the counter. You deliver yours by working on the job for Brown, and for Jones, and for Smith, and by printing, binding, etc., their work, and you expect the 'boss' to collect from Smith, Brown and Jones and have it ready for you when pay-day comes, just as do the people who supply the stock for the jobs of Smith, Brown and Jones. But how is he to know how much to charge Smith, how many hours to charge to Jones, how many minutes to Brown, if you don't tell him? He can not stand over each one of you and see just when you start on Smith's job and when you finish on Brown's; he can not hold a watch over you all the time. Must he then guess at it and make mistakes? No, he simply says to you, 'Joe, Bill, John, Mary, just put down on this little sales slip (called a time-ticket because it is time you are selling) the amount of sales you made for me to-day so I can charge them up right.' If you worked in a store you would fill out the slip and give the customer his coupon and think it all right as part of the bookkeeping system of the store; why consider it different in the shop? You are really retailing for the 'boss' the time you sold him by wholesale. You know very well that if he sent a bill to Jones for double time he would refuse to pay it, and that if Smith was not charged with his share he would not pay, and your employer would be at an actual loss. That is all the time-ticket really is - a salesslip for what you have delivered to the customer to enable the bookkeeping department to find out how much to charge Smith, Brown and Jones, and how many hours were lost, damaged and broken in the transaction so that each of them can be charged his share. Now, isn't that a simple proposition? Don't you all fully understand it and realize the importance of being accurate in your entries?"

At this point a big burly pressman jumped up and said, "But suppose we won't do it?"

The cost expert hesitated a minute and then said, "You will. You are an honest man, and can not help doing it. If you were working in a grocery store would you consider it honest to let customers have goods without charging them up, or would you deliberately charge them up to the wrong party? Now, would you? Would any honest man do this?"

The big fellow had remained standing and when the expert finished he said: "If any one in the pressroom monkeys with a time-ticket from to-day on I will lick him within an inch of his life."

There was a short period of almost painful silence, then he went on: "I thought it was just a spy system to get more work; but now I know it is only right and you can count on me," which brought forth considerable applause.

A few further remarks were made as to the importance of making the right price to hold the work and get a profit, and the aid the workmen could be by marking on their time-tickets the real cause of any delays or lost time, and the crowd was dismissed for the afternoon about an hour ahead of the usual quitting time.

The time-tickets next day showed evidence of having been conscientiously handled, and three months later when the expert returned to check up his work the whole shop was enthusiastic on the cost system, and several of the men had valuable suggestions to offer as to how to make it more effective and easier for the less educated of the hands to handle, and the expert was given a cordial reception.

This is a true story of an installation that almost stalled the installer, and that afternoon meeting was an inspiration almost of desperation, for moral suasion was the only weapon that would have reached them.

The average workman is almost always touchy as to the things that appear to throw a doubt upon his honesty, and conditions in many non-cost shops are such that "doctoring" the time-cards is considered a necessity, and forbearance must be used in getting the men to understand that they and they alone can help you to be honest with your customers. The plan we have related has been used several times since and in each case has been effective in getting the coöperation of those employed in the plant, in putting the cost system on a proper basis. If you are having trouble, try it.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

#### Skilful Handling of Process Plates.

(1585) Submits a four-page section of magazine printed on enamel stock. The four-color plates are printed in an excellent manner, having accurate register, clean, sharp impressions and adequate color. A few irregular edges appear, but they are due to an oversight of the platemaker and not to any error of the pressman.

#### Shallow Plate Fills Up.

(1587) Submits a page from a catalogue containing two half-tone plates. One plate is almost solid and its fine lines are filled with ink. The pressman writes: "The sample page enclosed was printed on a platen press with three other pages. The plate marked does not print solid, but looks greasy. Is this due to the ink, rollers or makeready?"

Answer.— We judge the fault lies in the amount of ink used, which appears to fill in the fine lines of the electro. The form would have taken at least another sheet in the tympan. Possibly with a little more impression, less ink could have been carried and the plate would have printed more solidly without filling in. The plate has the appearance of shallowness. With plates of this kind no soft packing should be used. The ink should be as strong as possible and the rollers fairly hard.

#### Printing Solids on Antique Paper.

(1590) Submits a four-page circular having several white-line plates. The ink in the solids does not cover well, leaving the grain of the paper showing in several places. The printer writes: "Please advise me how to make the solids print on this grade of paper with cheap book-ink."

Answer.— The type sections seem to have ample impression, while the solids are without exception brought up strong with ink only. The solids require a number of tissue spots to bring up the weak places, and then a few pieces of thin book-paper pasted beneath the top sheet will give them more strength. The patches for the solids should be trimmed just to the margin of the impression. The ink seems to have the proper body for the grade of paper. If sufficient pressure is applied to the solids by your make-ready there should be no spotted or weak solids. As the ink will be thin, the rollers should be softer than where heavy ink is used.

#### The Taking of Impression on a Clam-shell Press.

(1591) A pressman writes: "My employer and myself are of different opinions in regard to a \_\_\_\_\_\_ press. He says the bottom of the platen hits the type before the top — in other words, that the press does not permit the entire form to touch the platen at the same time. Is he correct? He also claims that a large size

paper-cutter will not cut paper straight — says it always bevels. Is this correct? I differ on both questions."

Answer.— When the impression is taken on any press of the clam-shell type, or any platen press, contact is and should be simultaneous at all parts of the form. Any cutting-machine will cut paper irregularly if the knife is dull and the clamp is not set down hard enough to hold the stock from drawing out. It is observed where you make a big cut—say a two-ream lift of print-paper—that the knife, if dull, will draw out the stock, and the sheets will not measure the same if taken from different parts of the lift. Hence it is a practice to rub soap on the cutter knife, even when it is sharp. Evidently the observations were made where conditions were not regular, hence his conclusions were as you stated.

#### How to Make Ready Vignette Half-tones.

(1588) A New York pressman writes: "I have had success in making vignette half-tones ready for the platen press in the following manner: (1) Secure the tympan against slipping. (2) Underlay weak places in the plate. (3) Pull an impression on a piece of 50-pound cardboard and trim the vignette part close to edge of print and chamfer down thin. The vignette plate should be a trifle lower than the surrounding type; underlay the type if necessary.

"Is the overlay made from emery-powder and shellac much used? Would like to hear from any one who has made these overlays."

Comment.—We believe the writer of the above communication will have better results if he will have the block reduced in height rather than to underlay the type.

The use of emery-powder and shellac in making overlay is little heard of nowadays. Other things have taken their places. You will probably have more satisfaction by using powdered asphaltum on the overlay and then passing the sheet over a gas flame to fuse the powder. It will give you a substantial relief and you can scrape down any part in order to reduce it.

#### Printing Half-tone Plates on Antique Stock.

In printing half-tones on antique stock considerable trouble is encountered in securing anything like satisfactory results. From experiments carried on we have made the following deductions: (1) That original plates must be used. Electros are too shallow. The original must be etched deeper than normal and the screen should not be too fine. This matter to be governed by the contrast in the subject, the engraver's judgment to be the guide. (2) The make-ready of the plate should be with a strong overlay. Where the metallic overlay is used, select the heavy zinc and carry the etching beyond normal. With the chalk overlay use the double-coated stock and etch fully. (3) Owing

to the yielding nature of the stock the tympan must be inflexible. The top sheet must be of the hardest manila, and oiled on both sides. Beneath the sheet should be placed the brass sheet. The use of a celluloid top sheet or a sheet of the same material beneath the top sheet will help matters. (4) The grade of ink should match the stock; the finest ground antique inks are desirable, as these have no gloss. The ink supply must be more carefully regulated than for ordinary ink, as a slight excess is at once discerned in the middle tones, while if there is a weak deposit the solids are unnaturally gray. (5) The rollers are highly important. The grade of composition used in engravers'

in trying to get out a clean, clear newspaper. We can not find out why our press will not print. We know a good print can be secured on it. Will you help us?"

Answer.— From the appearance of the type we judge it is in fairly good condition. The cause of the imperfect printing of the pages may be due to the use of an old tympan and perhaps hard, dirty rollers. The latter condition we feel certain is present. Would suggest that you wash all the rollers and clean out the fountain. If the ink in the bottom of the fountain appears to be filled with dirt it should be thrown away and a fresh supply of clean ink put in. The rollers should be free from all traces



"CHRISTMAS STORIES."

proving-rollers should be well suited, as these rollers are firm, yet have sufficient resiliency to break up the ink and deposit it on the plates. The rollers should be set with extreme care, so as not to drive the ink down in the middle tones. The paper should be firm, even if its surface is not altogether smooth. Even print-paper can be made to yield passable impressions from half-tones if the conditions are correct. We would like to have pressmen write us their impressions on this matter, as it is quite important that it be fully discussed.

#### Rollers or Tympan Need Renewing.

(1586) Submits a newspaper in which the readyprint pages contrast strongly with those done by the publisher. The home-printed pages are very illegible, owing to the presswork. The publisher writes: "I trust you will examine the copy of our paper and try to locate the cause of our trouble. We have gone to considerable pains

of hard ink. If washing the rollers in the ordinary way does not remove the dried ink, you can soften it by rubbing a little crude carbolic acid over the surface of the rollers and allowing them to stand for four or five hours, then wash them with oil or benzin. Repeat this operation until they are clean. If the rollers are hard, owing to long use, it may help temporarily to wipe them off with a damp cloth. It must be understood that the cloth is not to be wet, just moist. When the form rollers are put in the press they should be set so as to have a bearing on the type. This can be done by running the bed forward, with the form on. Place the rollers in their sockets, having them out of contact with the vibrator, lower the sockets so as to leave about one-point space between socket and roller bearing. Tighten the socket-screw. If the form-rollers are hard, bring them to firm contact with the vibrator; if they are soft, have the contact weak. Secure the sockets from lateral movement. The rollers should always occupy

the same relative position in the machine. While the press is running, examine the rollers occasionally and see if they turn without jumping, or if they fail to have proper contact with the vibrator.

The tympan for your press may be composed entirely of print-paper and may be covered with a piece of fine muslin or drilling. Some prefer a manila top sheet, which can be changed after each issue. In any case the top sheet should be oiled. Some pressmen oil every sheet of the tympan, which prevents the absorption of moisture and helps to eliminate electricity. In dressing your cylinder carry sufficient packing so that it will exceed the surface of the cylinder bearing only about two or three sheets of print. To have more than this will usually cause trouble. Do not thin your ink with machine oil; a little turpentine will do less harm and will not retard the drying. Keep your ink fountain covered, and wash rollers before printing each edition if they are not washed when the run is finished.

It is to be regretted that publishers of small newspapers, as a rule, do not renew their composition rollers as often as they should. This condition is frequently the prime cause of poorly printed papers. Some attempt to make their own rollers, which is also an error of judgment, for they can not make rollers that will give them service equal to that obtained from the product of the roller-makers.

Another point which is often noticeable in the printed pages of country papers is, the small type of standing advertisements appears to be filled up; possibly this is owing to the form being washed with a rag saturated with benzin. It is advisable to give the form a thorough washing with hot lye and then a good rinsing, allowing the form to be sprayed with water on both sides. Electros or other plates having wood bases may be removed from the form and a wood-block or metal furniture substituted during washing operations.

#### Selecting Ink for Various Grades of Paper.

(1589) "I will soon be putting on the press several pamphlets, and as I wish to do the best work on them, am asking for information about the best inks to use. My experience is limited, and your help will be appreciated. What kind of black ink would you recommend for use on the following paper: Fifty-pound plate paper, (1) on type, (2) on half-tones; extra heavy glazed plate paper; egg-shell book; flat papers; cover-stocks; bond papers; plate paper where zinc overlays are used? What is a good sepia shade for half-tone work? A good double-tone brown?"

Answer.- Use a good half-tone ink costing about 75 cents a pound for half-tone work and type on 50-pound plate paper, and also on the extra heavy glazed plate, the egg-shell, and on plate paper where zinc overlays are used. For flat papers such as bonds, use a good job ink which costs \$1 and up for black, and \$2 and up for colors. For antique cover-stock use a cover-black, if for a heavy design; for a type-form, the ordinary job black and color will do. There is such a wide selection from which to choose sepia and double-tone inks that you should use your own taste in selecting the color desired. There is one thing, however, that must not be forgotten, and that is to carry plenty of color and slip-sheet all of the work. Leave the sheets in the stock for at least three days and keep them covered from strong light. All double-tone inks require a certain measure of time to make the change, so do not disturb the printed sheets. Allow them to lie until fully dry.

Written for THE INLAND PRINTER.

#### JOHN F. KAUFMAN, PORTRAIT PAINTER.

BY S. H. HORGAN.



HAT the artist is born, not made, is exemplified in John F. Kaufman, whose sketch in color is reproduced in this issue. Kaufman was born in Switzerland in a family of artists. His uncle and two brothers were painters. It was perfectly easy for him as a mere boy to win the first class medal for drawing at the Academia di

Belli Arti, Florence, as it was perfectly natural for him to be attracted to Paris, later, and after showing his skill at the Julian Academy to win admission to l'Ecole National



John F. Kaufman.

des Beaux Arts. The great Gerome was attracted by his genius and invited him to enter his studio. His first picture was accepted by the Paris Salon.

His restless spirit brought him to America, where he learned that competitive designs were just then being solicited for the decoration of the Memorial Church at Richmond, Virginia. Kaufman entered the competition against the greatest decorators in this country, and his designs were accepted. While in Richmond he painted many portraits of Southern men and women. His pictures have been seen at exhibitions from Boston to St. Louis.

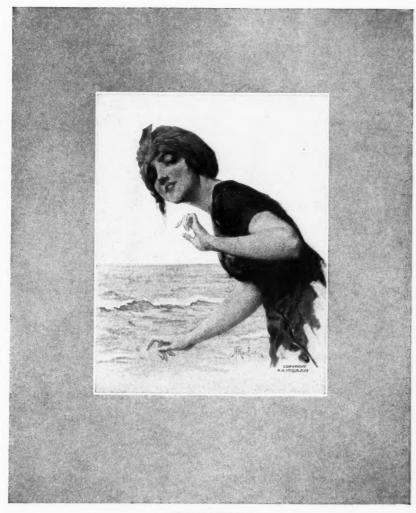
A visit to his studio in the Carnegie building, New York, shows the versatility of the man. Landscapes, portraits, magazine covers, calendars, book and magazine illustrations made in oil, water-color, pastel and crayon seem to be produced with equal facility. Some of the exquisite panels in the grand dining-room of the Hotel McAlpin are from Kaufman's brush and he is now engaged on a decoration forty feet in length for a prominent New York club. His life is a fine example of art for art's sake.

#### SURE TEST.

Old Printer—I've been settin' up medicine ads. for thirty years an' never felt a symptom.

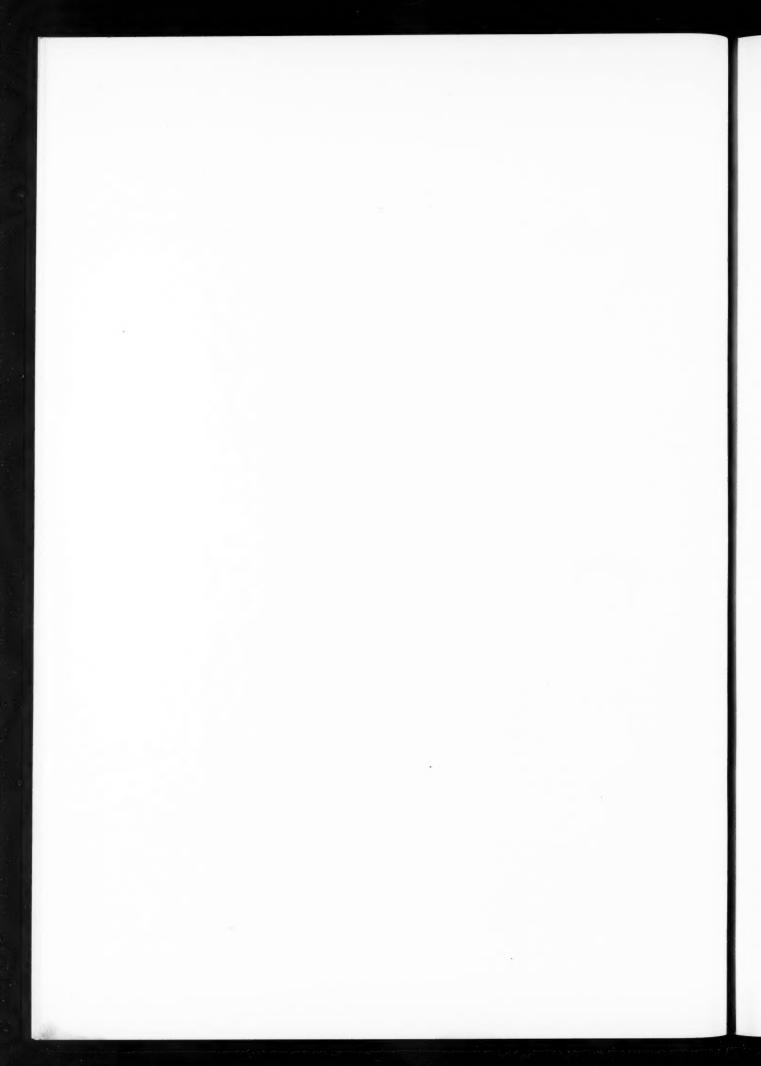
Apprentice - Why, Bill?

Old Printer -I sure have an iron constitution.



THE BATHER

Engraving in four colors from the painting by John H. Kaufman, Carnegie Studios, New York
Engraving by Wells & Company, Chicago
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Dullo Process Inks—Yellow 165, Red 308, Black 166, Blue 185





BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

#### Punctuation in Date-lines.

J. N. A., Jesup, Georgia, asks: "In using a date-line like 'Jesup, Ga., 9-22-1913,' is it proper to use both the period and comma?"

Answer.—It is not only proper to use them; it is improper not to use them.

#### Disagreement in the Forms.

N. M. N., Detroit, Michigan, asks: "Is the imprint Designed, engravings and printed by John Graham, Printing Co., Grand Rapids,' in good form? If not, will you explain why it is not?"

Answer.— It is not in good form. Correct syntax does not allow such incongruity as the use of two preterits and a verbal noun in one phrase with one preposition. It should be "Designed, engraved, and printed."

#### A Question Questioned.

Answer.— Every sentence like the one instanced is a question and should have a question-mark, the place for which is, of course, at the end. "Please favor me," etc., is not a question, but a polite form of request; but "Will you" do this or that? is plainly and absolutely a question, no matter how many words are used. One of the most striking common failures in punctuation is the neglect of interrogation-points in asking questions.

#### Sentences Beginning with Figures.

C. C. S., Dunlap, Iowa, writes: "When a sentence commences with a figure, should the first word of that sentence be capitalized? That is, in the sentence '10 horses were sold,' should horses begin with a capital letter? We have had quite an argument over this."

Answer.— Of course not. I wish you had told what the argument was. It would be interesting to know what any one could say in favor of capitalizing such a word in such a sentence anywhere except at the beginning. Horses is not the first word in the sentence; it is the second. Ten is the first word; you can not read it otherwise than Ten horses, etc. I have never had the slightest thought of the possibility that any one could ask such a question. If

you begin a sentence with figures you can not begin it with a capital, and it is only at the beginning that a capital is used in a word that is not always capitalized. Such a sentence as the one inquired about should never begin with figures. Indeed, the common rule is, "Never begin a sentence with figures"; but I think that rule is too inclusive. A complicated number might well enough stand at the beginning of a sentence in figures, and in my opinion it is the better way for numbers that would require many words for spelling out. A much better plan is to have the sentence so constructed that the number does not stand first; but usually that must be left to the writer.

#### Meaning Changed by Comma.

E. A. H., Merced, California, writes: "I would like to have your idea on the punctuation of the following use of a lodge title: 'Chinook Tribe, No. 181, I. O. R. M., will entertain this evening.' Should the comma be used after Tribe? One maintains that the number is as much a part of the title as the word Chinook. Another says that the number is entirely separate and should be separated by the comma."

Answer.—A question of fact is involved here about which I am somewhat uncertain, but the correct solution of which I think demands the use of the comma. Absence of the comma is right if there are 181 tribes each named Chinook, which seems hardly likely. Use of the comma makes it mean that Chinook Tribe is the name of the tribe, and that it is the 181st tribe of the Red Men. Such is the actual difference, as I see it, between use and non-use of the comma. This may be only a restatement of the question, but is the best I can do as to the meaning. Such names, however, seem to be established in use without the comma, disregarding the common real meaning.

#### Paragraphs in One Quotation.

E. B. F., Raspeburg, Maryland, writes: "Enclosed is part of an ad. concerning which there has arisen a dispute relative to the use of quotation-marks in the fourth and fifth paragraphs. A contends that the quotes as they now stand are in correct form. B contends that paragraph four should end with double quotes and paragraph five, instead of the double and single quotes at the beginning, should have only the double quote, and end with a double quote instead of the single quote. Which is right?"

Answer.—A is right. The reading consists of seven paragraphs, all in one quotation, of which the fifth paragraph is a quotation, by the one who says all, of what some one else says. Each paragraph begins, according to the regular rule, with double quotes, and has no closing until the end of the last paragraph. Paragraph five is a quotation within a quotation, and thus it has single quotes,

beginning and ending, still according to the regular rule for such cases. The sixth paragraph, however, contains some quotes that are wrong. Three words therein are quoted separately, with double marks, which should be single. Change to agree with B's contention would be silly.

Written for THE INLAND PRINTER.

#### WORD-DIVISION.

BY F. HORACE TEALL.



VISION of words at the ends of lines has been so often discussed in print, and with so little result, that one might easily be persuaded that effort toward common agreement is useless. Probably we shall never see universal agreement in this matter, but everybody will admit that it would be more comfortable and economical to

have a system established that is at once simple and scientific. To point out such a system is the purpose of this paper. It is an absolute impossibility to do such a thing without contradicting many notions, some of them very common.

Much of the reasoning and many statements of what is thought to be fact must be counteracted before opponents of our system can be converted. But it is not a new system that is offered, being merely a systematizing of what is found in many of our best books. The greatest obstacle to be overcome seems to lie in failure by most persons to know anything like a system of dividing words. Such lack of knowledge, moreover, is not confined to careless people, but is found among students, and even special writers have overlooked some vital points and misinterpreted others.

Theodore L. De Vinne, in "Correct Composition," says: "Three systems, or attempts at system, for the division of words have been in use for many years, but it does not appear that any one has succeeded in securing the favor of all printers and publishers. The system most approved now authorizes the division of a word, when consistent with pronunciation, on the vowel at the end of the syllable." He calls the three the vowel system, division on constituents, and division on emphasized syllables. He instances for each of the so-called systems half a dozen words, and it requires no effort whatever to think of cases not provided for by either. Such failure is the greatest weakness of every set of rules I have seen, except one which I made for the New Standard Dictionary, and even there full exemplification is not given with the rules, but is left to the words in their places through the book.

Mr. De Vinne said much more about division, but he came far short of the instruction or definite guidance he meant to give. Where he got his names for the three systems I do not know. I have never seen or heard them elsewhere. What he calls the vowel system comes nearest to anything commonly known, and that has always been spoken of as the English method of dividing on the vowel. Of course it refers only to words of such make as to present a doubt between a vowel and a consonant. It does not cover such a word as instruction, for instance, where it is impossible to divide on a vowel.

By division on constituents is evidently meant etymological division, or division on or as near as possible to one of the elements of which the word is composed. This proposed system—it has been tried, but never was really in use—is too impossible to be worth consideration. Of course printers could not apply it.

Division on emphasized syllables never was and never could be a whole system. It would be incidental to any possible system, but only one small detail of it.

One idea that is found not only in Mr. De Vinne's writing, but is very commonly entertained, is that dividing on the vowel somehow differs from dividing on the syllable. As a matter of fact, division is so essentially a matter of syllables that John Wilson called each of the two methods he mentioned syllabication. The real point of difference lies in the question of where the syllable ends. What was so long known as the English method of dividing on the vowel, but which is now not so common even in British print as it used to be, was founded on the opinion that such was the ending of the syllable. Property was divided into pro and perty because the separation into syllables was thought to demand it, and it is not yet proved beyond a doubt that this is not phonetically true. But it is now held almost universally that prop is the complete syllable in such a word, and, whether phonetically scientific or not, this is correct as being most convenient and as being preva-

Pronunciation is the only proper basis of word-division. Sometimes etymology coincides with sound, and indicates the place for division; but syllables are primarily soundportions, and in print their representation. In other words, the written or printed syllable is the letters that spell all the simple or complex sound uttered as one part of a word or as an entire one-syllable word. For our purpose no finer line need be drawn. Some people - formerly practically all people - have held that words like property and separate consisted of the sounds pro, per, ty, and se, pa, rate. Now the first sound is held to be prop and sep, and the other division is kept for a long vowel or an obscure vowel. Long includes such sounds as the first vowel in fa-ther. Nothing is better established than this: The short sound of a vowel (using "short" as commonly used, for the sounds in hat, met, pin, not, fun) before a single consonant sound includes the consonant in its syllable, with a few exceptions. Pat-ent, prev-alent, meth-od, prim-er, col-or, col-umn, bun-ion are examples. Exceptions are na-tional, pre-scient, divi-sion, etc. The long and the obscure vowel end a syllable; as, ca-pa-ble, mecha-nism, fe-line, me-tallic, cli-max, musi-cal, oppo-nent, pro-test, mu-sic, stu-pendous. Except before ed, er, ing, and a few other uncommon purely English suffixes; as, hat-ed, bak-er, mak-ing, dwell-ing; but when a consonant is added it belongs in the last syllable, as in fit-ting.

When two consonants adjoin so that division must come between them or after the second, the proper break is between them. Included here are two or more consonant letters having one simple or complex sound. Examples are abun-dance, ser-vant, ser-vice, bil-liards, foun-tain, in-struct, instruc-tive, instruc-tor, im-por-tant, pam-phlet, defen-dant, consis-tent, destruc-tive, etc. The etc. means every word just like any example given.

More examples are given here than elsewhere to show that all these words come under the one rule, and because some of the words show contradiction of one of the commonest fallacies of division. These are defendant, instructive, etc. It is prevalent practice at present to divide some of these words so as to begin the line with tive, dant, etc., and some to turn over ive, ant, etc.; but it is not universal practice, and is too much complicated. Distinction between tive and ive is thus indicated in the Manual of Style of the University of Chicago Press: "The t, in divisions, should be carried into the next line with the suffix if the accent has been shifted; if the derivative has retained the accent

of the parent word, the t should be left in the first line: objec-tive (from ob'ject); defect-ive (from defect')." This comes far short of meeting all cases of doubt; it is false etymology; it is not the common reason for distinguishing; it demands uncommon knowledge, and so it is impracticable. Webster's International Dictionary had objec-tive and defect-ive, but its successor, the New International, makes the last syllable in every such word tive. In the New International are rules (too many), one of which provides for tive and sive, but none of which refers o dant, dence, tant, tence, etc. All these terminations are exactly alike in etymology and sound. The rule that in very word with one of these terminations the last syllable includes the consonant is too simple to be misunderstood by any one, whether he knows etymology or not; and it is cientifically better than any distinction.

I know that I have left some divisions unnoticed here, ut they are only those that seldom cause doubt or discussion. I expect soon to write about other phases of the whitet.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

#### Seeks Foremanship of Bindery.

(1756) First-class finisher and forwarder would like a place as working foreman with some medium-sized shop. Would prefer a western location. Has had considerable experience as foreman, and understands bindery work and machinery well.

#### Opportunity for Pressman and Ruling-Machine Operator.

(1757) A new plant just started in Nova Scotia is in need of a pressman and a ruling-machine operator. Best of wages plus bonus depending on profits. The output for the first year will approximate \$40,000 or more. Investigation and inquiries solicited.

#### Printer with Money to Invest Seeks Location.

(1758) Man of ten years' experience in printing-office, standard machinist-operator, printer and ad.-writer, with some experience reporting and editing, seeks a permanent position where there is a future. Has a small sum of money he would invest in a good proposition. Most of his experience has been on country weeklies, although has had some work on city daily. Twenty-seven years of age. Splendid references.

#### Proposition to Publishers.

(1759) If you use \$1,000 worth of high-class colorwork a month, this applicant's proposition will save you time, worry and money on your engravings. There are opportunities in the photoengraving business to develop

its resources far beyond what is now thought to be the last word. There is nothing speculative in the proposition. It is founded on facts that can be proved and that have been proved. New York, Chicago or San Francisco firms only will be considered.

#### Would Take Charge of London Agency.

(1760) Young man, at present holding an important post in an English printing establishment, would like to hear of an American or Canadian firm of printers or publishers (or both) which is contemplating establishing a London agency. Well versed in producing literature for English and American firms. Thoroughly expert in printing, bookbinding and allied trades; also in costs, buying, etc. Highest testimonials.

#### Paper in Idaho for Sale.

(1761) A live weekly newspaper of Democratic policy in Idaho is for sale at a very moderate price. Shop has modern equipment, including linotype, all practically new. Type in series and up-to-date machinery. Does a business of \$7,500 a year. Is the leading paper in county, has part of county printing and will come into land office business. Present owner is a political appointee and can not devote his time to the paper. Will take \$8,250 to handle the deal.

#### Opportunity for Printer-Pressman.

(1762) Up-to-date printing-plant in an Iowa town has difficulty in securing competent, sober help. It has small but complete equipment in both printing and binding departments; business is rapidly increasing. There is a permanent position in this plant for a man, married man preferred, strictly temperate. He must be a good printerpressman, at the case, stone, Gordon or cylinder, and be able to plan his work. Town located on Mississippi River, population 1,600. Applicant is requested to state wages wanted and references in first letter, and to enclose samples of work.

#### Newspaper Man Would Change.

(1763) Thoroughly experienced newspaper man, thirty-eight years of age, would like to secure a position in the mechanical end of a newspaper office, offering an opportunity to learn the machine, or would take complete charge of small weekly. At present foreman of a small daily employing five people. Has been in the printing business since his sixteenth year. Does not care to locate in a city of more than twenty thousand population. Married. Excellent references.

#### Position Open for Folder.

(1764) A large printing-plant in Georgia wishes to get in touch with a young man who thoroughly understands folding machines; must know how to set up and run successfully a Dexter folder, with automatic pile feeder attached, on fine catalogue work. Must also know something about a Cleveland folder. Would prefer some one who is willing to fill in at some other branch of the printing trade when not busy on machines. Fair wages and no lost time. Applicant must give full particulars as to wages expected and character. Excellent opportunity.

#### Excellent Opportunity for Investment.

(1765) One of the largest printing-plants in the South (located in Virginia) is looking for a man wishing to invest some money. It is a new and up-to-date printing establishment, doing \$50,000 business the first year. Has a paid-in capital of \$38,000, but business is growing so rapidly they wish to increase capital and at the same time get

a competent, practical man to assist the president. First-class references.

#### To Color Departments Losing Money.

(1766) If your color department is not paying, this applicant can make it pay. As a guarantee of this fact, he will arrange for his compensation on a profit-sharing basis.

#### Compositor Must Go to Warmer Climate.

(1767) Young man, twenty-six years of age, desires a position as compositor or foreman in a small printing establishment either in New Mexico, Arizona, or some locality where the climate is similar. Change is necessary on account of wife's health. At present foreman of a fiveman union shop, which position he has held four years. Excellent references.

#### All-around Bookbinder Seeks Position.

(1768) All-around bookbinder, familiar with all classes of work from pamphlet work to high-class binding, would like to connect with a firm needing such services. Twenty-three years' experience. Capable of holding foremanship.

#### Seeks Change in Position in South.

(1769) Young man of several years' experience seeks position as foreman or assistant foreman in composing-room, or as stoneman or make-up in bookroom or on newspaper. Can make good in any shop where sobriety, willingness and capability count. Will go anywhere, but prefers the South. Nonunion.

#### Linotype Machinist-Operator.

(1770) Linotype machinist-operator of ten years' experience would like a position. Can handle any work that is done on linotype—book, job or newspaper. Considered a first-class machinist. Thirty-five years of age. Excellent references.

#### Seeks Position as Make-up on Morning Daily.

(1771) A young man of nineteen, four years' experience in the printing business, would like a position as make-up on morning daily, or a place where he can work part time on machine; or will consider any proposition where work will be permanent. Has worked in almost all departments of business; some experience on jobwork, and worked in stereotyping-room for a short time. Good on advertisements and fast on make-up. Has had charge of composing-room of eight-page daily. Nonunion. Prefers location near Chicago or western States, but will go anywhere.

#### Proofreader Seeks Position.

(1772) Proofreader and editor's assistant is desirous of placing herself in congenial position. Special experience on catalogue, high-class jobwork, and law work in proofroom. As editor's assistant, can read proof, edit copy, write advertisements, paste dummy, lock up forms, set type. First-class references.

#### Opening for Job Compositor.

(1773) A high-class printing-office in Minnesota is desirous of securing the services of a first-class job-compositor who can get up jobs in neat, up-to-date shape.

#### Seeks Position as Estimator and Pressman.

(1774) First-class cylinder and platen pressman, with a thorough understanding of folders and automatic feeders, and a knowledge of estimating, would like a position as estimator, or estimator and pressman, or manager of a small shop. Money not the whole object.

#### Printer Would Locate in Southwest.

(1775) Young man, thirty-three years of age, would like position as foreman or manager in Southwest. Understands everything in printing-office, stock, composition, presses, estimating. Sober; reliable; best of references.

#### Seeks Superintendency with View of Investing.

(1776) High-class printer of nine years' practical experience in every branch of the printing business would like to secure the superintendency or management of an up-to-date plant where he could become financially interested later, providing all was satisfactory. Able to install and operate a practical cost system as well as estimate on any kind of printed matter. Has also had considerable experience as printing salesman. At present superintendent in a large plant but desires to change.

#### Platen Pressman Seeks Change.

(1777) Platen pressman of several years' experience would like to secure a position either in Texas, Colorado or California, but will consider going anywhere. Capable of handling any kind of work that can be run on job presses. At present in charge of one of the largest and best equipped plants in the Southwest, being in full charge of seven Gordons and one Universal press. Twenty-three years of age. Sober. Steady.

#### Bookbinder Seeks Position.

(1778) Bookbinder of eighteen years' experience, would like position as ruler, forwarder and finisher, or working foreman. Will go anywhere. Experienced in loose-leaf, catalogue, printed book and blank-work. Salary \$30 weekly. Thirty-five years of age.

#### Make-up and Lock-up Men Wanted.

(1779) One of the largest printing-houses in Michigan is in need of the services of a make-up and lock-up man. Make-up man must be thoroughly familiar with catalogue work, and the other position is open only to a first-class foundry lock-up man.

#### Seeks Operator-Machinist to Manage Plant.

(1780) Owner of a large trade plant in Oklahoma wishes to retire from active management, and is looking for an operator or machinist-operator of experience and character who will assume the management. Plant consists of three linotypes and equipment, and is doing a profitable business with contracts which assure a continuance. To the right man will be given the opportunity to acquire an interest in the plant on reasonable terms. Good opportunity for any one interested.

#### Seeks Position as Traveling Salesman.

(1781) Young man with thorough knowledge of the printing business would like a position as traveling salesman for a printers' supply house, printing-press manufacturing company, paper company or ink house. Considerable experience in that line. Well acquainted with the trade in Texas, Louisiana, New Mexico, and prefers that territory but would accept any that promises to be permanent.

#### Seeks Position as Working Foreman.

(1782) Compositor desires position as overseer or working foreman. Is holder of the full certificate of the City and Guilds of London Institute. A keen estimator, good disciplinarian and a total abstainer. Has held present position seven years. Thirty years of age. Union.



BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

#### Tight Lines.

A South Carolina operator writes: "I enclose two eight-point matrices for your inspection, with a request for help along the line of locating the trouble. You will note on the thin one that the top ears have been clipped off smooth. This happens quite frequently on periods, commas, hyphens, and thin matrices of all descriptions. You will also note on the larger matrices that the bottom ears are mashed, but a different mark altogether from the other. As I am working a shift on the machine along with other operators, I would like to correct myself if I am at fault or have the other man correct himself if it be his. The moldwheel has been adjusted by a first-class linotype machinist, and to all signs the lock-up is adjusted correctly, yet these matrices occasionally come out chewed up. Will thank you for your opinion in the matter."

Answer.— The cause of the trouble is due mainly to the operator sending away overset lines. The last matrix in the line is held elevated by friction with the right vise jaw, and as a result its lower ears are damaged by the mold and by the adjusting plate in the front jaw of the first elevator. As a remedy we would suggest that you set the assembler about one thin space short of length of line and do not send any lines away that either stop or cause the star-wheel to vibrate. The vise-automatic stop must be adjusted so that overset lines will stop machine. One of the matrices was damaged by passing through the casting operation inverted.

#### Clutch Slipping.

An operator in Florida writes: "Our Model 10 machine is in good condition, runs well except for this one fault: Just at the completion of the cast, as the plunger should start on its upward stroke, the machine stops, sometimes requiring pressure to be applied to Cam No. 1 to start it going in order to complete the revolution. Trouble is just as bad after plunger has been cleaned as before. Temperature seems to be about right. Am enclosing a slug on which the machine stuck as described."

Answer.— We do not believe the plunger nor the stress of the pump-lever spring to be at fault. It is possible that the driving-clutch shoe buffers and the surface of pulley are oily. Remove the clutch arm and clean the leather buffers with gasoline. Clean the entire pulley so that no oil can reach the surface the buffers have contact with. The following plan will eliminate stuck plungers if the cause comes from friction in the well: Procure a quart can and put into it about a pint of machine oil and about two tablespoons of graphite. Sheep's tallow is to be preferred to machine oil. When you remove the plunger at the end of a day's run, immerse it in the oil and after a

few minutes take it outdoors and with a wire brush clean out the grooves. This operation must not be done indoors as the fine powder dislodged by the brush is poisonous, so do not inhale this dust. When it is time to return the plunger to the pot, dip it again into the oil and it will work with the minimum of resistance.

#### Centigrade and Fahrenheit Temperatures.

We are indebted to Charles J. Schott, secretary of Seattle Typographical Union's Committee on Sanitation, for the following: "In your September number, replying to a correspondent who inquires about metals, you state the melting points of the component metals of the linotype alloy as: lead, 300° F.; tin, 237° F.; antimony, 430° F. It was evidently intended to say centigrade degrees. But as thermometers graduated to the centigrade scale are not usually found in printing-offices in this country, I think it would have been better to have stated these temperatures in terms of Fahrenheit degrees, which would have been much more than the figures given. In the case of antimony there must have been an error in addition to that of scale.

	LEA	D.	Tu	N.	ANTIMONY.		
	Fahr.	Cent.	Fahr.	Cent.	Fahr.	Cent.	
Atfield's Chemistry		325 326 334	442	227.8 232 228	1150	621 629.3 440	

Of course, any attempted operations at the Fahrenheit degrees indicated by the figures in The Inland Printer article would prove unsuccessful."

Answer.— The figures are taken from Von Richter's "Inorganic Chemistry," authorized American edition, translated by Edgar F. Smith, of the University of Pennsylvania. Centigrade was meant, and it was an error to have given the Fahrenheit scale. Arthur H. Hiorn's "Elementary Metallurgy," page 11, gives the following figures: Antimony, 440° C.; lead, 325° C.; tin, 227° C.

#### Sunken Faces and Light Slugs.

An operator sends a few slugs that appear under weight, and in his letter he states that he has exhausted his efforts toward correcting the trouble. He desires to know the reason for the sunken letters and imperfect formation of the characters. The lightness of the slug was of secondary importance. Trimming the eight-point slugs down to six points on a Miller saw-trimmer to determine the structure of the interior of the slugs showed they had the average appearance of the slug shown in Fig. 1. Some had air bells close to the surface, and the face, having a

weak support, sunk in when passing through the trimmingknives. The following is a general outline of procedure toward correcting the trouble: The plunger should be removed daily and cleaned. As far as possible, all oxid should be removed from the surface and from the grooves of the plunger. This operation should be carried on out of doors if possible. If not convenient to do so the plunger might be dipped in a can of machine oil or tallow, and after it has soaked for a while it may be vigorously rubbed with a wire brush. Some operators leave their plungers soaking in the oil over night, which is a good plan. If metal bubbles up around the plunger rod as it descends, it shows



Fig. 1.

that the plunger is a loose fit for the well and that a new one is needed. It is useless to try to secure solid slugs with a loose-fitting plunger. No amount of experimenting with the temperature governor, buying new metals, or cutting new holes in mouthpiece will have any effect on this condition. You must have a new plunger. If the new plunger fits loosely then you may need a new crucible. Of course, if you do not want to go to the expense of installing a new crucible, then have the well bored out and some plungers made to correspond to the new diameter. This is an expensive operation and will take considerable time. The holes on the sides of the well should be kept open.



Occasionally clean the well with the rotary wire brush. Give ample stress to the pump-lever spring. It is better to have excess power here than insufficient, for unless you have power behind the plunger the metal will not be able to force the air from the mold cell and at the same time enter in sufficient volume to form a solid face and body on the slug. The spongy condition of the slug shown in Fig. 1 is apparently due mainly to the amount of air remaining in the mold cell. Improve the casting facility of the parts and you will have a sharp face and a solid body on the slugs. The jets and cross-vents in the mouthpiece should be kept open. The daily cleaning of the air-vents should keep them free from oxid and permit the ready discharge of air from the mold cell. Where large-bodied slugs are the rule, auxiliary vents will help to rid the mold cell quickly of the air and permit the casting of more solid slugs. Steady heat is important and the pot governor should not be tampered with every time the slugs look spongy. Keep the metal to normal height and set the governor, then keep hands off the adjustment. Do not turn the front burner down, nor the main supply pipe cock; leave both on full and allow the governor to perform its functions. See that the burners have a blue flame.

About a week after we wrote the operator he sent a packet of slugs to show the result of our suggestions. He stated in effect that cleaning the plunger (for it was a new one) and well, and largely increasing the stress of the pump-lever spring together with opening the cross-vents gave much heavier slugs with sharp faces. Fig. 2 shows approximately how these slugs appeared when cut down on a Miller saw-trimmer.

#### Noise When Starting Machine.

An operator in New York writes: "If all the adjustments on the clutch are correct, what can cause the clutch to make a loud clack when machine starts? This noise is more noticeable when the machine is started after a tieup, as the pawl seems to bind heavily on the stopping-lever. If machine is backed up a trifle the space-band lever releases the safety pawl without any noise. There is, it seems to me, undue stress or pull on the stop-lever. What is the remedy?"

Answer .- If all the adjustments of the clutch are correct and the noise is very audible when the clutch shoes grip the pulley, we would ascribe the trouble to either a dry pulley bearing or gummy clutch shoes. The remedy is obvious. The pulley bearing should be cleaned and oiled, and the clutch buffers, as well as the surface of the pulley they grip, should be washed with gasoline. You should have stated the model machine to which you refer, and if an old Model 1, whether the new or old style automatic pawls are used.

#### Recent Patents on Composing Machinery.

Recent Patents on Composing Machinery.

Metal-pot.—F. C. L. d'Aix, New York. Filed October 8, 1912. Issued June 17, 1913. No. 1,065,329.

Metal-pot Feeder.—P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype Company, New York. Filed December 28, 1911. Issued September 30, 1913. No. 1,074,105.

Intermediate Clutch.—J. W. Kreiling, Chicago, Ill., assignor to Mergenthaler Linotype Company, New York. Filed February 19, 1913. Issued October 7, 1913. No. 1,074,959.

Two-letter Matrix Assembler.—J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed January 24, 1912. Issued October 21, 1913. No. 1,076,064.

Assembling Mechanism.—J. McNamara, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed June 5, 1912. Issued October 21, 1913. No. 1,076,140.

Removable Magazine.—R. M. Bedell, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed July 15, 1911. Issued October 21, 1913. No. 1,076,184.

Distributor Box.—R. O. Boardman, Grand Rapids, Mich., assignor to Mergenthaler Linotype Company, New York. Filed May 3, 1912. Issued October 21, 1913. No. 1,076,187.

Mold Liner.—A. A. Ball, Jr., Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed December 26, 1911. Issued October 21, 1913. No. 1,076,343.

Removable Magazine—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed April 19, 1910. Issued October 21, 1913. No. 1,076,488.

Multiple Magazine Linotype—P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype—P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype Company, New York. Filed April 19, 1910. Issued October 21, 1913. No. 1,076,498.

Multiple Magazine Matrix Escapement.—R. O. Boardman, Grand Rapids, Mich., assignor to Mergenthaler Linotype Company, New York. Filed March 11, 1911. Issued October 21, 1913. No. 1,076,498.

Multiple Magazine Matrix Escapement.—R. O. Boardman, Grand Rapids, Mich., assignor to Mergenthaler Linotype Company, New York. Fil

1,077,512.
Typesetting and Distributing Machine.—A. Smith, Erie, Pa. Filed April 14, 1913. Issued November 4, 1913. No. 1,077,493.
Matrix Assembler.—S. D. Handlin, Eldora, Iowa, assignor to Mergenthaler Linotype Company, New York. Filed January 4, 1913.
Issued November 4, 1913. No. 1,077,604.
Removable Magazine.—J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed January 16, 1913.
Issued November 4, 1913. No. 1,077,642.

Written for THE INLAND PRINTER.

#### THE NEW STANDARD DICTIONARY

BY F. HORACE TEALL.



HE New Standard Dictionary (Funk & Wagnalls Company, New York) demands little examination to disclose a sufficient reason for the remaking of such a book. The complete usefulness of a dictionary is reckoned to last about twenty years, with the aid of occasional insertions and corrections, and the addition of a supple-

mental list of new words and new definitions about midway in that time. Moreover, the electrotypes are then about worn out by frequent printings and frequent patchings, so that new plates are needed.

That this book is an entirely new production mechanically is apparent at a glance. Its typography differs from that of the original Standard but slightly, and mainly in being produced by machinework instead of hand composition. One frequent evidence of this is the slight departures from alignment of letters, unavoidable in machinework in print so small, especially with such variety of unusual characters.

This dictionary is said to have cost more for its making than any other reference work; but this is admittedly inclusive of the cost of the first making, with the amount spent for the remaking added, which is a little more than the cost of making the Webster's New International. It is questionable whether it is exactly fair to state as the cost of this work the amount spent on the first edition and this one together. On that basis the Webster might excel the Standard, since it could count in more editions. However, the expenditure of a million dollars on first making was certainly highly enterprising, and wisdom in spending had much influence in procuring the excellent production which is now the basis of the new work.

Each new full dictionary of the language is produced mainly to record progress, and to incorporate the items in their fitting places to make it one straight ahead record. This need is plainly indicated by the steady increase in size shown in successive publications, each in turn supposed to be exhaustive, from Johnson with 45,000 words to the Standard with 300,000, which is 75,000 more than the original content of the Century, its latest predecessor; and now comes the New Standard with 450,000. In these cases there can be no doubt that, in one way at least, the latest is the best, in giving the greatest amount of information; so that in this respect we may assert positively that the New Standard is the best dictionary of English ever published.

Here we have a vastly comprehensive vocabulary, including all the words that have arisen with the rapid progress of science, art, industry, and the increase of every kind of knowledge. Such is the assertion made by the makers of the work, and its truthfulness is in evidence practically on every page. For assurance of accuracy in explaining this immense vocabulary and the various branches of knowledge it represents, we might readily accept the mere naming of the scholars who wrote the explanations. Each set of words has been defined by a representative of the science or art, or of the handicraft, party or class, or religious denomination to which the terms belong, and the men chosen are men from whom we know that we shall get only authoritative and accurate information. But the dictionary deserves a slightly detailed statement of its special points of merit, and such

statement is a more satisfying means of showing that it is a truly marvelous work.

One of the most helpful features of this book is the gathering of its subjects all in one alphabetical order, except foreign phrases, population statistics, and a chronological list of historical events. This constitutes a great gain in facility of reference, giving the most convenient and simplest arrangement possible. Even the proper names—of which there are more than 40,000—are all included in this one order. The various groups formerly ranged in long paragraphs under a first element are still run together, but only in such small groups as to leave each word in its proper alphabetical order.

The tremendous vocabulary might suggest a probability of reckless inclusion of everything possible, but even a slight deliberate examination shows that it is not so made. Certainly many words are here defined that would be excluded by some lexicographers, but in nearly every instance a good reason for inclusion can be found. In most of these cases the only strong objection would be that others at least equally important are omitted. This is especially true of the names of men. Such names must be selected, and no such selection has ever been made exactly as any one else would make it. It is almost equally true of the scientific terminology of botany and zoölogy, of chemistry and medicine, and of various other kinds of words. So much is included in this dictionary, and it is so carefully selected, as to give all that average readers will ever look for, and more than scientists or any scholars would expect. What is given is all that is in other general dictionaries and a great deal more. We need not protest against having more than we need, so long as it does not seriously increase the price; besides, the needs of all people must be met, not merely those of any special people. Shortcoming of any kind, on the contrary, would be reprehensible.

Dr. Funk, the originator and chief editor of this dictionary, was an earnest advocate of simplified spelling, which fact probably induced the choice of Dr. F. A. March as the editor in control of spelling on the original making. All the changes offered as reformed spellings were then recorded in the book, but many more appear now distinctively as simplified spellings. They are usually entered as alternates, and the preferred orthography is almost entirely that so long known as Webster's.

Pronunciations are now shown in two systems of notation. First a word is respelled in phonetic symbols classed as key 1, then in the regular marked Roman letters, called key 2. Key 2 is evidently added to meet a demand for something presumably easier to popular understanding. Many corrections have been made in pronouncing, notable instances being massage and parquet. In the old Standard massage was pronounced like passage (though not so sounded elsewhere in print or in good speech) and parquet as if spelled parquette. This mispronunciation of parquet is also in the Century Dictionary, notwithstanding the close analogy of the word to bouquet, which is never mispronounced in its terminal syllable.

Division of words into syllables is said to have received much more careful consideration than in any other work, with unflagging attention to the interest of printers, as they are almost the only persons to whom the matter is one of economic concern. Four comprehensive and simple rules are given in the introduction, and every division is said to conform to some one of these rules. And this is alleged to have been done without disregarding in any instance any real phonetic or etymological principle. Close

and extensive examination reveals departures from what seems to be the commonest practice, but in each case the difference is easily perceived to be demanded by consistency and simplification and to be supported by good reason on its own merits. Here is no violent difference like conjunctive and disjunctive, as these words are given elsewhere. This is the first dictionary that ever showed absolutely all words having exactly the same letters coming together with the division exactly the same. Here is an illustration of the value of this to printers. Very commonly they are told to follow a certain dictionary. If one found there conjunctive and afterward had disjunctive to divide, he would do it the same way without wasting the time for another look at the dictionary. Another might find disjunct-ive first, and, following that, divide conjunctive, etc. Neither would thus do what the dictionary did, and when the clash was discovered, no matter what was decided upon, it would have to conflict with the dictionary unless the printers were told to consult the dictionary every time, which is almost unthinkable. The same is true of words like abun-dant and de-fend-ant, music-al and practi-cal. In the New Standard the division is always between the two consonants in the one case and before the consonant in the other.

In defining, if a word has two or more meanings, the most common meaning has been given first, thus reversing the customary historical order. This enhances convenience of popular reference, since the average reader generally seeks the commonest meaning. It is a preservation of the original plan, which was highly commended in press reviews and in personal letters from many scholars, but which nevertheless does not seem to us as good as the historical order. As to the quality of the definitions, it is not too much to say that they are models of clearness, condensation, accuracy, and comprehensiveness, and that they are thoroughly authoritative is fully guaranteed by the names of the many specialists from whom everything technical or scientific, or in any way special, was procured, and by the scholarly reputation, literary and educational, of those who edited so carefully the general work. Definitions of scientific and technical terms have been written in plain vernacular to the utmost extent possible without sacrificing accuracy. Our lexicographers have been increasingly recognizing the universal demand for information beyond the mere explanation of words naturally indicated by the title dictionary, and this latest work carries the compliance much further than any other. It can not be called a complete encyclopedia, but it is certainly rich in encyclopedic information.

Etymologies are placed after the definitions, where they are readily found by those who want them, and where they can not be a hindrance to those who do not want them. Accuracy and completeness have been attained here, but not the repleteness found in larger works. No lists of cognate words in various languages have been given.

The source of a quotation used to verify or illustrate a meaning of a word is always so indicated that it can be easily found. With each quotation is a credit of the author's name, title of the work, volume, page, etc., name of publisher and date of publication. There is no need to specify points of advantage for this over the method so often used of giving only the author's name and often changing his spelling to conform to that preferred by the dictionary editor. In a dictionary giving as a direct quotation from Pope something about "marvelous fables," we feel the misrepresentation, if we have any sense for such things at all, for we know that Pope spelled marvellous.

We have chosen the first instance noticed on casual opening of a book wherein such things are done hundreds of times. In the New Standard Dictionary they are never done; every quotation is copied literally, and we are told just where to find it if we wish to verify it.

It is now recognized as an important part of the work of an English dictionary to group together those words of kindred signification commonly called synonyms, and to point out the shades of meaning or distinctions of usage by which such words differ from one another. Nowhere is this done more fully than in the New Standard, and we believe it is nowhere done better. Moreover, in this work antonyms, or opposites, are given, also the proper choice of prepositions, in the paragraphs with synonyms. Here are a few groups that show superiority over other works in treatment: fruit and vegetable; tool, implement, instrument; revolve, roll, rotate, turn; allay, alleviate, etc.

A feature peculiar to this dictionary is its collection of valuable information by various methods of grouping - as in lists and tables. Its tables of apples and of other fruits and vegetables, of coins, colors, measures, races of mankind, and weights, as also many others, give full details for many words that could not be placed as separate vocabulary entries, though all that really need it are also separately entered. In the original edition was a distinct department dealing with faulty diction, also peculiar to this work, which is now distributed under the various words through the book. The book is especially rich in helpful pictorial illustrations, including many elaborate colored plates. Prominent among the subjects of full-page pictures are aviation, ancient coins, fire-fighting appliances, motor vehicles, police service, postal service, wireless telegraphy and telephony.

We have but little more than enumerated noteworthy features of the dictionary, each of which would require as much space for full review or criticism as we can give to the whole review. What we have said seems enough to indicate the ultimate limit yet attained in a dictionary, and it is a limit far beyond any that could have been thought of save by those concerned in deliberate research for all they could get.



"Laugh, and the world laughs with you."

#### TRUTH IS STRANGER THAN FICTION.

A western politician running for office was very much incensed at certain remarks which had been made about him by the leading paper of the town. He burst into the editorial room like a dynamite bomb, and exclaimed: "You are telling lies about me in your paper, and you know it!"

"You have no cause for complaint," said the editor coolly. "What in the world would you do if we told the truth about you?" — Chicago Daily News.



BY J. C. MORRISON.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

#### THE SLIDING SCALE OF ADVERTISING COSTS.

Last month's study revealed to us that display advertising in a country weekly costs on the average between 15 and 20 cents a column-inch. That cost was obtained by dividing the gross cost of the newspaper (less the receipts from legals, locals and subscriptions) by the total number of inches of display advertising carried.

In order to profit by the information gained from this study and put his newspaper on a paying basis, the country publisher must adopt an advertising rate which will yield him an average revenue of between 15 and 20 cents an inch for display advertising, but if he is now getting only 8 or 10 cents an inch, he will be either more than human or extremely foolish if he does not hesitate before making such a substantial advance in his rates.

A fellow newspaper man tried it. He found by studying costs that he ought to have 25 cents an inch for his display advertising. He was not "more than human," but he promptly raised his rate to 25 cents an inch. The result was he soon afterward sold out to a practical newspaper man. The advertisers simply would not pay the advanced rate.

So now, while we are hesitating about doubling our advertising rates, we will make a more detailed study of the different advertisements to see if we are justified in doubling the flat rate in each and every case.

#### Two Differences.

A little observation immediately shows us that some advertisements are reset every week while some are reset less frequently or are furnished in plate; so here is one difference in cost—the expense of composition.

A little further study convinces us that there must be a difference in the cost of carrying an advertisement which runs fifty-two weeks of the year and one which runs only three weeks of the year. The publisher must publish his newspaper fifty-two weeks of the year and be prepared to furnish space to the occasional advertiser at any time, so it would seem simple justice that the occasional advertiser should pay a portion of the cost of keeping the paper running during the time 'he is not using any space. This then brings in the second difference between the cost of advertisements — the frequency of insertion.

In order to study these differences in detail, we shall divide the cost of display advertising into two elements: First, the cost of composition.

Second, the cost of the "white space," which we shall further subdivide into convenient periods and study the cost of producing white space for each one of those periods.

#### The Cost of Composition.

The cost of composition is so easy to ascertain that it is most surprising it has escaped attention so long. When a newspaper charges a rate of 10 cents an inch for the first insertion and 8 cents an inch for the second, the inference is that it costs about 2 cents an inch for advertising composition, and yet this price is grossly inadequate.

The hour-cost of hand composition in the majority of the country shops is about \$1.20, and this divided by the number of inches a compositor sets in an hour gives the cost for each inch of composition. If we try it out and have the compositor note on his time-ticket just when he began and when he finished each particular ad. and how many inches he set, we will find that advertising composition costs never less than 6 cents, and usually 8, 10 or 12 cents an inch and sometimes even higher, varying according to the nature of the copy, the style of composition, the efficiency of the man, and the hour-cost of the office. Few offices can set the average "bargain sale" advertisement with cut-in prices at less than 12 cents an inch, and the publisher who sells such an advertisement at 10 cents an inch, or \$12 a page, is worse off than if he had never received the order. He has simply sold his composition at less than it cost him and has received nothing at all for the space used. When we consider that a full-page ad. of this kind often necessitates the running of a supplement enough said.

Further proof of the cost of advertising composition is furnished by the Typothetæ price-lists, which list the cost of this kind of composition at from 6 to 8 cents a square inch. This, of course, means a cost of 13 to 18 cents a column-inch.

So, if advertising composition costs 12 cents an inch, we find that this cost of composition produces a sliding scale of costs according to the number of times an ad. is run without resetting according to the following schedule:

If ad. is run 1 week the inch-cost for composition will be	).12
If ad. is run 2 weeks the inch-cost for composition will be	.06
If ad. is run 3 weeks the inch-cost for composition will be	.04
If ad. is run 4 weeks the inch-cost for composition will be	.03
If ad. is run 6 weeks the inch-cost for composition will be	.02
If ad. is run 3 months the inch-cost for composition will be	.01

If the average composition cost is found to be 10, 8 or 6 cents an inch, it can be divided as above, and the proper rate obtained for composition cost by the week.

Lest some disputatious reader remind us that it is good policy to encourage rather than discourage the advertiser to change his copy often let me digress to say that we are not now building an advertising rate. We are simply

studying the cost of producing advertising, and the problems of selling advertising will be discussed later.

#### Cost of White Space.

The second element in the cost of producing a newspaper advertisement is the cost of producing the "white space," which the advertisement occupies. It is identical with the cost of producing an advertisement which is furnished in plate form, and the price which the advertiser pays for this white space is the consideration which he pays for having his advertisement circulated along with the reading-matter which narrates the news of the community. The aggregate cost of this white space, sufficient to contain all the ads. which a newspaper carries during a year, can be computed in a more logical way than the following simple method, but as this furnishes the very lowest rate at which display advertising can be sold in order to make the paper pay, and is therefore not open to attack as being "too theoretical," but is intensely practical, we adopt it:

Take an eight-page paper, for instance:

Gross cost of paper for one year		\$5,200.00
Less receipts from subscriptions	\$1,300.00	
Less receipts from legals	800.00	
Less receipts from locals	300.00	
Less cost of advertising composition	400.00	2,800.00
Gross cost of white space		\$2,400.00

If such a paper carried about seventeen thousand inches of advertising for the year (which is an average of about seventeen columns a week), the average cost of the white space alone would be a fraction over 14 cents an inch.

But here we are confronted with the question that it certainly costs less to carry an advertiser who uses space the year around than it does to carry one who advertises only occasionally but who expects the publisher to have space always available for him.

Newspaper advertising is a commodity which, like "passenger-miles" on railroads and "kilowatts" in electrical service, depends for its average cost for each unit on the number of units used. The "fixed expenses" are large and remain reasonably uniform whether the volume of business be great or small. In other words, the "fixed expenses" do not vary in accordance with the volume of the business.

In such cases the basic rate must be ascertained by dividing the cost by the total capacity in units. The total amount of advertising which a practical newspaper man feels justified in loading into a newspaper we may speak of as the "advertisement-carrying capacity," and is somewhere between forty to fifty per cent of the total space in the paper. I am informed that a certain large newspaper syndicate has adopted a fixed schedule as to the proportion which must obtain between the space occupied by readingmatter and the space occupied by advertisements, and that the amount of advertising available determines whether the paper shall be six, eight, ten or a larger number of pages. If there be too many advertisements for a smaller number of pages but not enough for a larger number, then enough advertisements are left out to maintain the proper balance.

Within certain limits every newspaper man must himself judge as to just how much of his paper should be devoted to advertisements, but none run on an average over fifty per cent, and those with whom I have been associated regard forty per cent of the total space as enough to devote to display advertising.

Obviously, then, if an eight-page paper carried twenty columns of advertising the year around (which is forty per cent), the cost of producing this white space would be \$2,400 divided by 20,800 inches or 11 cents an inch. Now, if an advertiser contracts with the publisher to furnish him space for one year, has not that advertiser done his part toward providing the paper with twenty columns of advertising, and is he not entitled to the same rate as he would be if every other advertiser contracted for space in a similar way? It even seems clear to the writer that we can go farther and say that 11 cents is the cost of furnishing this particular advertiser with his white space.

Now as to the occasional advertisers.

No paper carries its full capacity of advertising the year around, but instead of carrying twenty columns every issue will drop down to an average of about seventeen columns for the whole year. If these seventeen columns be charged at the basic rate of 11 cents for the white space, a revenue of \$1,870 will be produced from this source. But this amount is \$530 short of the required amount of \$2,400. This deficiency is caused by the occasional advertisers who have failed to use the space which the publisher has kept ready for them, and is therefore properly chargeable against the occasional advertisers. In order to apportion this deficiency among the various occasional advertisers we must make an inventory of all the advertising carried by the paper during the year and find out how many inches were used for one week only, how many for two weeks, and how many for each of the other convenient periods. The deficiency can then be apportioned according to the "peak demand" of each class of advertisers - that is, according to the largest single demand of each advertiser multiplied by the number of times necessary to complete the year.

Lest there be an undue haste on the part of the reader to make this intricate computation, I will submit a sample computation with the further assurance that it is submitted simply to show the logical basis of this sliding scale of costs and not because I consider it necessary for every publisher to go to the trouble of gathering all the required data and making these computations for himself.

Suppose that of the seventeen thousand inches carried, ten thousand inches (or an average of about ten columns) were furnished by yearly advertisers and the other seven thousand inches were furnished by the occasional advertisers in different periods as appears in the following table:

Periods.	Used inches.	Peak demand, inches.	Per- centage of peak demand.	Used inches at 11 cents.	Distribution of \$530.	Total cost.	Cost rate of white space.
6 months	2,000	2,000	2	\$220	\$ 10.60	\$ 230.60	80.12
3 months	1.000	3,000	3 5 6 8	110	15.90	125 90	. 13
2 months	1,000	5,000	5	110	26.50	136.50	. 14
4 weeks	500	6,000	6	55	31.80	86.80	.17
3 weeks	500	8,000	8	55	42.40	97.40	. 19
2 weeks	1,000	25,000	25	110	132.50	242.50	.19
1 week	1,000	51,000	51	110	270.30	380.30	.38
		100,000	100	\$770	\$530.00	\$1,300.00	

In the above table the first column gives the periods for which the occasional advertisers used space; the second column gives the number of inches each class of advertisers used; the third gives the peak demand of each class, and it will be noticed by this that if all the two-week advertisers had come in at the same time, it would have been necessary for the publisher to have doubled the size of his paper, and if all the one-week advertisers had come in at the same time, it would have been necessary to have redoubled the size of the paper again; the fourth column gives the percentage of this peak demand which each class created; the fifth column gives the charge for the amount

of space each class used charged for at the basic rate of 11 cents an inch; the sixth column distributes that deficiency of \$530 before spoken of as having been caused by the occasional advertisers among the different classes according to the percentage of peak demand of each; the seventh column gives the total cost of each class by adding the amount charged against each class at the basic rate and the loading to meet the peak demand of each. The last column gives the inch-cost of each class and is obtained by dividing the total cost by the number of inches used in each case.

#### Complete Cost Schedules.

Now to get a complete cost schedule, all we have left to do is to bring together the cost of composition and the cost of the white space. Inasmuch as it is desirable to have a uniformly graded scale for white space instead of the schedule which the above theoretical demonstration might provide, I here adopt the schedule adopted by the Minnesota committee on advertising costs for eight-page papers, with white space graded according to the base rate charged on the first line and composition added at 6 cents an inch.

Schedule of Advertising Costs-Eight-page Paper.

	Yr.	6 mo.	3 mo.	2 mo.	4 wk.	3 wk.	2 wk.	1 wk.
Base	11	12	13	13	14	15	17	19
et once	12	13	13	14	16	17	20	19 25
et twice	12	13	14	15	16	18	23	
et 3 times	12	13	14	16	18	19		
et 4 times	12	13	15	16	20			
et 8 times	12	14	17	19				
et 13 times	13	16	19				1	
et 26 times	14	18						
Set 52 times	17						1	

#### For a Twelve-page paper.

The schedule for a twelve-page paper is computed in the same manner. We have before shown that the cost of producing such a paper was about \$9,425. The subscriptions yield about \$3,000, legals \$1,300, locals \$700, and the cost of advertising composition is about \$1,500, leaving about \$2,925 as the cost of the white space for ads. This divided by a capacity of 24,200 inches gives a base rate of 12 cents. For this class of papers the Minnesota committee adopted the following schedule, loading composition in at 8 cents an inch, as composition is usually more difficult on this class of papers than on the other class mentioned. This gives the following:

Schedule of Advertising Costs-Twelve-page Paper.

	Yr.	6 mo.	3 mo.	2 mo.	4 wk.	3 wk.	2 wk.	1 wk.
Base	12	13	13	14	16	18	20	22
Set once	12	13	14	15	18			30
Set twice	12	13	14	16	19	21 22	24 28	
Set 3 times	12	13	14	16	19 22	26		
Set 4 times	12	14	15	18 22	24	-		
Set 8 times	14	16	17 21	22				
Set 13 times	15	16	21					
Set 26 times	16	21						
Set 52 times	20							

For the small four-page paper which is produced at a cost of \$3,615 and receives \$950 from subscriptions, \$525 from legals, and \$187 from locals, and has a composition cost of \$200, the cost of white space is \$1,753, and this divided by a capacity of 12,480 inches gives a base rate of 14 cents for white space. As the patronage on this class of papers is reasonably uniform, the publisher of a four-page paper may simply consider 14 cents as his cost of

white space and add the cost of composition, or he may adopt the schedule recommended for the eight-page paper.

#### What About the Big Advertiser?

In this computation of costs, there has been no account taken of the difference in handling one large advertisement instead of several smaller ones. There is obviously less expense involved in furnishing space to the former than to the latter, but this item of cost is at least offset if not more than balanced by the fact that the large advertiser has been most tenderly considered in computing both the other elements of cost. The large advertiser is always the one with the difficult composition, costing more than the 6 or 8 cents charged in the above schedules. More than that, this composition charge carries no profit whatever, but is given to the advertiser at actual cost, the profit having been loaded in such a way that it rests on the white space. Furthermore, the large user is usually also the short-term user, and a logical distribution of the costs carries his rate higher for white space than that given in the schedules above; in fact so high that it borders on the prohibitive. For this reason I feel justified in not making a computation of costs based on the quantity used.

#### Now About Selling.

The study of costs has no other justification than to furnish an intelligent guide for selling, and now that we have amply demonstrated that there is a sliding scale of costs in the production of advertising, ordinary common sense dictates that there should be a sliding scale in the selling of advertising. Many publishers do not like a sliding scale, and it is thought that advertisers do not like a sliding scale of rates, but changed conditions in the country publishing business have produced this sliding scale of costs, so why should we not change our method of doing business in order to meet the new conditions?

By basing our rate-card on this sliding scale of costs we are not compelled to go to our good, regular advertisers and notify them of an advance in rates which to them would be simply astounding; but we can go to them with the proposition that advertising rates will necessarily have to be advanced and that the regular advertiser is going to be given the most favored rate. Some of these regular advertisers may pay the advanced rate, and some may conclude to cut down their space proportionately, but in no event will an increase of rates be attended by the disaster which was cited at the beginning of this article. On the other hand, when all the advertisers are given fair warning as to just how the lower rates may be obtained, those who decide not to avail themselves of these rates will be more in the mood to pay the 25-cent and 30-cent rates when the time comes that they do want advertising. It is a most happy circumstance that the most logical way to raise advertising rates is also the easiest way. Under this sliding scale, the publisher can go to the regular advertiser with his most favorable rates; and later, when the occasional advertiser comes to the publisher, the latter can exact the highest rates and the advertiser is most willing to pay.

Wherever conditions demand it the whole business world recognizes the justice of different charges for different classes of service. The merchant charges a small gross profit on those staples of which his sales are frequent, but charges a very much larger gross profit on those articles which he is compelled to keep on his shelves and yet sells infrequently. A still better illustration is the electric-light company which charges a small rate to the customer

who uses current of a nearly fixed quantity a large part of the time, but charges a very high rate to the customer who makes a large demand for current for a very short time. Even different trades differ from one another as to the "going wages" paid where there is no fundamental cause for that difference except the regularity of service. A printer in the country will work the year around and draw, say, \$3 a day, while the bricklayer (certainly not a more skilful artisan) will draw \$6 a day because he works only half the year.

Getting back to our own business, the situation is simply this. Advertisers are now intermittent where they used to be regular, advertisers are now changing copy frequently where they used to change it less frequently, advertisers are now requiring expensive advertising composition where the advertising composition used to be simple. All these elements have raised the cost of producing the paper, and why should not the advertisers who have caused this advance be the ones to pay for it? If we simply adopt a higher flat rate we are guilty of discrimination because we are charging the same rate for very different kinds of service.

The flat rate encourages the advertiser to become an intermittent advertiser, while a sliding scale which favors the regular advertiser encourages him to remain regular, and prompts the intermittent advertiser to become regular, and the regular advertiser is always the satisfied advertiser.

There is only one good reason that I know of for not adopting the sliding scale of costs here worked out as a scale for advertising rates, and that is that it might encourage an advertiser to be negligent about changing his copy. This is a question which every newspaper man must decide for himself according to conditions in his own particular field. If the schedule above given does not have a detrimental effect on the advertisers in this respect, then in simple justice it should be adopted; but if it does have a detrimental effect, a rate should be adopted which presumes that the advertiser changes his copy every week and if he does not then there's so much "velvet" for the publisher. One Minnesota publisher has done this and gets a rate of 30 cents an inch for anything less than a month, 27 cents for a month, 25 cents for three months, 22 cents for six months and 20 cents for a year. The reduced rates do not apply unless contract is made.

Another way is to adopt a rate-card in the following form:

"Display advertising, 30 cents an inch. If term contract be made, the rate will be computed according to the following schedule."

Then follow with the schedule before given.

Of course, for eight-page and four-page papers this should read "25 cents an inch."

Lastly, if you believe in a flat rate, charge it, but get it up to 15 or 20 cents where it belongs. Every paper ought to at least charge a "transient" rate of 25 or 30 cents.

#### There's a New Year Coming.

We can not begin to exhaust this subject of selling advertising and advertising rate-cards in this issue, but have only given a few thoughts which naturally follow our study of advertising costs. The important thing right now is that the New Year is the best time to start a new rate-card. Resolve that the financial return at the end of 1914 will be better than it is at the end of 1913, and that there is some other method of making it better than simply "working harder."

#### RESULT OF AD.-SETTING CONTEST NO. 36.

BY O. F. BYXBEE.

While the ad. selected for THE INLAND PRINTER'S Ad.setting Contest No. 36 was a small one, with very little copy, it was none the less a difficult one to display, and it was surprising that so many compositors entered. Contest No. 35 had 175 specimens and was one of the largest of the series, but No. 36 had 196 different ads. submitted by 144 compositors. Each contestant was required to send two hundred slips of each of his entries, and these were made up into sets and mailed to the compositors who entered the contest. As explained when the contest was announced, the best ads. are determined from the vote of the contestants by a system of points. Three points are awarded each ad. selected for first place, two points for each second selection, and one point for each third selection. The names and addresses of the compositors, the numbers of the specimens they submitted, and their selections for first, second and third places are as follows:

and	l thi	rd p	laces are as follows:	(2)	e d	0
	Specim Nos.			First Choice	Second	Third
		1	Thomas H. Anderson, Boston	. 125	13	123
		2	C. W. House, Brooklyn, N. Y	. 125	72	186
	3	4	Chal Sturgeon, Eddyville, Iowa		16	133
		5	Carl Fuller, Mansfield, Pa	. 99	83	18
	6	119	W. C. Randall, Prairie City, Iowa	. 93	154	8
	7	8	C. F. Hoffman, Fillmore, Cal	. 16	191	152
		9	Fred. B. Cobb, Pittsburg, Kan	. 57	125	122
10	11	12	Edwin G. Martin, Merced, Cal		87	191
		13	J. Arthur Landry, Sherbrooke, Que., Can		14	105
	14	15	J. W. Archibald, Salem, Ohio		24	191
		16	Harold C. Saunders, Burnside, Conn		72	6
		17	George G. Green, Sherbrooke, Que., Can		125	105
		18	L. E. Palmer, Tipton, Ind		57	160
		19	William F. Harvey, Waterbury, Conn		160	73
20	21	22	Carl E. Gruber, East Liverpool, Ohio			
		23	P. E. Barnhart, Columbia, Mo		145	137
	24	25	A. Z. Maloney, West Duluth, Minn	70	31	30
		26	Ernest W. Woods, Telluride, Colo		123	152
		27	E. M. Baxter, Albany, Mo		145	37
		28	George Wetzel, New Orleans, La	6	75	154
		29	Edw. E. Bailey, Seymour, Ind		119	191
		30	Karl F. Tiedemann, Pittsburg, Kan	165	7	57
		31	Joseph R. Cech, Chicago	106	189	57
		32	Jess Chapler, St. Louis, Mo	90	16	155
		33	Henry Heiser, Jr., Helena, Mont	186	42	114
		34	Lewis W. Wamacks, Cincinnati, Ohio	72	115	30
		35	J. L. White, Waunakee, Wis			
		36	Irvine A. Rollins, Nashua, N. H	59	106	70
		37	Aza B. Bissinnar, Columbia, S. C	105	51	25
	38	45	Thomas Wade, Cowansville, Que., Canada.		16	126
		39	Conrad E. Folin, Cyrus, Minn	152	191	111
		40	Patrick H. Kelly, Waltham, Mass		139	122
		41	Arthur Friskey, Mohawk, Mich	157	31	90
	42	43	Fred Smith, Grants Pass, Ore		122	57
		44	Milton W. DePuy, Deming, N. M	157	11	177
	46	99	B. W. Radeliffe, Macon, Ga	145	152	125
	47	48	Bruce F. Stevens, Ogden, Utah	159	51	63
		49	H. C. Bull, Texarkana, Tex	160	191	66
		50	M. D. Pilkenton, Baker, Ore			
		51	Preston C. Smith, El Cajon, Cal	183	76	99
		52	David Steuerman, Brooklyn, N. Y	5	99	152
		53	Ludvik Zvedelik, Cicero, Ill			
	54	55	P. B. Menard, Marshall, Minn	99	152	16
		56	Fred R. Butters, Boston	90	105	183
		57	John P. Gomes, Honolulu, Hawaii	72	189	186
		58	Sam A. Meyer, Harrisonville, Mo	32	13	90
		59	Joseph B. Tivnan, Nashua, N. H	36	153	118
		60	Oliver A. Blevins, Gilman, Ill	96	177	178
		61	George B. Brewer, Pittsburg, Kan			
	62	63	J. T. Cunningham, Ogden, Utah	48	152	37
64	65	66	Ellis Coleman, Shreveport, La	189	99	72
	67	68	W. Slattery, Ottawa, Ont., Canada	117	30	125
		69	Samuel R. Larzelere, Philadelphia	189	186	122
		70	G. A. Taylor, Chattanooga, Tenn	164	118	115
		71	T. A. L. Leach, Crawfordsville, Ind	95	75	164
		72	George Sternard, Chicago			
73 74	75 150	6 157	M. O. Dawson, Madison, Wis	57	189	122

	Specime Nos		First	Second	Third	Specimen Nos.		First	Second	Third
	76	77	Louis S. Tenette, Denmark, S. C 11	7	1 46	153	William Bradford, Winston-Salem, N. C	57	59	122
		78	B. D. Staton, Charlotte, N. C			154	Edwin H. Stuart, Pittsburgh, Pa	164	72	93
	79	80	O. H. Starnes, Charlotte, N. C			155	William J. Putthoff, Kansas City, Mo	145	99	157
		81	William Hansford, Jr., Somerset, Ky 16	19	1119	158	Mark Lear, Mt. Morris, N. Y	90	102	189
		82	Louis V. Ware, Somerset, Ky 125	5	7 83	159	Robert C. Adams, Kansas City, Mo	145	73	46
		83	Charles Webster, Tomahawk, Wis 125	7	119	160 161 162	Kurt H. Volk, Lindenwold, N. J	149	90	153
		84	Sid Tounsley, Pittsburg, Kan 118	12	79	163	Maurice G. Rosenwald, Springfield, Mass.	57	98	106
		85	H. C. Hull, Charlotte, N. C 118	11	7 157	164	R. L. Sullivan, Winston-Salem, N. C	141	191	75
		86	John M. Murray, Los Angeles, Cal 7	9	125	165	Robert E. Griswold, Philadelphia	189	161	183
	87	88	W. E. Hefley, Sac City, Iowa			166 167 168 169	Lewis A. Kirkpatrick, Topeka, Kan	159	157	122
		89	Fred W. Ellis, Sac City, Iowa 5	14	122	170 171	F. A. Kear, Mitchell, S. D	8	124	90
		90	D. C. Walker, Wichita Falls, Tex 3:	. 2	5 16	172 173	Paul B. Van Winkle, Richwood, Ohio	90	119	145
		91	Joseph L. Aigner, Los Angeles, Cal 31	12	5 99	174	R. F. Gaines, Stillwater, Okla			
		92	Henry Hurr, Flatonia, Tex 98	9	116	175	William H. Miller, Rochester, N. Y	99	139	151
		93	C. R. Archibald, East Palestine, Ohio 99	15	145	176	Robert G. English, Toronto, Ont., Canada	99	152	139
		94	G. P. Hammond, Jackson, Mich 189	12	186	177 178	Edward C. Sterry, Kamloops, B. C., Can.	186	191	189
95	96	97	Oscar T. Vinson, Wichita Falls, Tex 152	14	154	179	William McAlevey, Chauncey, N. Y	189	126	106
		98	Edw. E. Brockman, Portland, Ore 160	18	164	180	I. N. Bower, Chauncey, N. Y	72	189	126
		100	Harold Wilson, Nashua, N. H 152	9'	75	181	Louis Kline, Chauncey, N. Y			
		101	Robert E. Tait, Nashua, N. H 155	180	90	182	M. R. O'Grady, Calgary, Alta., Canada			
		102	Harry Rogers, Mapleton, Minn 186	15	59	183	Percy J. Frost, New York	90	75	16



H. W. HAWLEY, Long Beach, Cal. First place.



D. C. WALKER, Wichita Falls, Tex. Second place.



John J. Hesse, Detroit, Mich. Third place.



JOHN P. GOMES, Honolulu, Hawaii. Fourth place.



ERNEST A. BURNS, Oneida, N. Y. Fifth place.

		103	Charles M. Kingman, Oneida, N. Y 145	171	182	184	185	186 Louis L. Lehr, Pittsburg, Kan 95 75 191
		104	Michael McMorrow, Findlay, Ohio 152	81	57			187 Edw. J. Bundrick, San Rafael, Cal 69 191 72
		105	Arthur G. Wissler, New York 19	69	50			188 Leonard B. Brushwood, Hampton, Va
		106	Ralph M. Coffelt, Pittsburg, Kan 186	42	31			189 H. W. Hawley, Long Beach, Cal 95 186 139
	107	108	Purcell Barbee, Salem, Ore 177	60	178			190 Arthur P. Halpen, Calgary, Alta., Canada 126 57 156
		109	Frank Ladenberger, Lawrence, Kan					191 George Branish, Denver, Colo 189 137 119
		110	Robert P. Henry, Philadelphia 90	171	71			192 C. E. Coffman, Cleveland, Ohio
		111	David J. Gildea, Catonsville, Md 99	139	90			193 (No name), Brenham, Tex
		112	Jay C. Jenks, Jr., Joliet, Ill 47	181	180			194 Ernest M. Parrott, Baltimore, Md 111 92 155
		113	Charles L. Kellow, Devil's Lake, N. D 25	43	115		195	196 H. C. Miller, Stratford, Ont., Canada 90 160 189
	114	115	Lynn J. Peck, Oneonta, N. Y 189	157	118			
	116	117	William Clarke, Chicago 90	165	189		A ro	capitulation of the vote gives the following results:
		118	John G. Finley, Oneonta, N. Y 74	156	114		Ale	capitulation of the vote gives the following results.
		120	John M. Flynn, Boston, Mass 125	189	72		pecimen	
	121	122	Morris Reiss, New York 75	189	98		Nes.	Points
		123	James R. Beaubiah, Watervliet, N. Y			1	189	H. W. Hawley, Long Beach, Cal
		124	I. Albert Grabmeyer, Bay City, Mich 41	152	6	2	90	D. C. Walker, Wichita Falls, Tex
125	126	127	D. M. Benton, Macon, Ga 145	16	189	3	152	John J. Hesse, Detroit, Mich
		128	A. H. Harrington, Macon, Ga 122	183	37	4	57	John P. Gomes, Honolulu, Hawaii
129	9 130 13	1 132	C. F. Whitney, Wayne, Neb 152	154	191	5	145	Ernest A. Burns, Oneida, N. Y
		133	W. C. A. Casburn, Toronto, Ont., Canada 145	152	77	6	186	Louis L. Lehr, Pittsburg, Kan 30
		134	Walter Devantier, St. Clair, Mich 75	31	58	7	99	B. W. Radcliffe, Macon, Ga
	135	136	Theodore Moore, Lodi, Cal			8	191	George Branish, Denver, Colo
137	7 138 13	39 140	Loyd E. Springer, Los Angeles, Cal 165	72	6	. 9	75	M. O. Dawson, Madison, Wis
		141	Ben Kline, New York 165	53	189	10	72	George Sternard, Chicago
		142	Lucius P. Burch, Westerly, R. I 154	37	105	11	122	Morris Reiss, New York 20
		143	J. A. Kennedy, Stephenville, Tex 55	73	102	12	125	D. M. Benton, Macon, Ga
		144	Harold R. Brice, St. Louis, Mo 32	152	133	13	154	Edwin H. Stuart, Pittsburgh, Pa
		145	Ernest A. Burns, Oneida, N. Y 103	154	16	14	160	Kurt H. Volk, Lindenwold, N. J
		146	James H. Walker, Balmorhea, Tex 183	182	90	15	16	Harold C. Saunders, Burnside, Conn
		147	Carl J. Anderson, Red Oak, Iowa 191	189	57	16	157	M. O. Dawson, Madison, Wis 14
		148	Ernest Hunter, Arlington, N. J			17	165	Robert E. Griswold, Philadelphia 14
	149	150	Walter Wallerstedt, Lindsborg, Kan 186	189	69	18	31	Joseph R. Cech, Chicago
		151	Walter H. Le Vasseur, Bridgeport, Conn. 175	57	189	19	183	Percy J. Frost, New York
		152	John J. Hesse, Detroit, Mich 90	154	145	20	95	Oscar T. Vinson, Wichita Falls, Tex

F. T. Staples

Safe Deposit Vaults

P. L. Holzer

## JAMES STAPLES & CO.

Insurance

Fire-Marine-Liability
- Automobile - Plate
Glass - Surety Bonds

Bankers Will Act as Trustees or Administrators— Interest Allowed on Balances of \$500 or Over

Real Estate Bought and Sold on Com-mission—Loans Made on Approved City Real Estate

189 State Street, Bridgeport, Connecticut

No. 189. First place.

## JAMES STAPLES & COMPANY P. L. HOLZER

INSURANCE Gire, Marine, Liability. Plate Glass, Automobile Surety Bonds

REAL ESTATE Bought and Sold on Commis-sion. Loans made on Approved City Real Estate

WILL ACT AS TRUSTEES OR ADMINISTRATORS

189 STATE STREET - BRIDGEPORT, CONNECTICUT

No. 186. Sixth place.

## James Staples & Co.

P. L. HOLZER

**Bankers** 

Interest Allowed on Balances Insurance—fire, marine, liability of \$500.00 or More plate glass, automobile

Safety deposit vaults. Surety bonds. Real estate bought and sold on commission Loans made on approved city real estate. Will act as trustees or administrators

189 State Street, Bridgeport, Connecticut

No. 90. Second place.

## IAMES STAPLES & CO, P. L. HOLZER

BANKERS... Interest allowed on balances of \$500 or over. Safe Deposit Vaults INSURANCE... Fire, Marine, Liability, Plate Glass, Automobile. Surety Bonds REAL ESTATE bought and sold on commission Loans made on approved city Real Estate. WILL ACT AS TRUSTERS OR ADMINISTRATORS

189 STATE STREET " BRIDGEPORT CONN

No. 99. Seventh place.

#### James Staples & Company P L. HOLZER BANKERS FT STAPLES

Interest allowed on balances of \$500 or over. Safe Deposit Vaults. Insurance: Fire, Marine. Liability, Plate Glass, Automobile. Surety Bonds. Real Estate Bought and Sold on Commission. Loans made on Approved City Real Estate. Will act as Trustees or Administrators

185 State Street Bridgeport, Connecticut

No. 152. Third place.



No. 191. Eighth place.

## JAMES STAPLES & CO.

### BANKERS

SAFE DEPOSIT VAULTS SURETY BONDS

INSURANCE: Fire; Marine; Liability; REAL ESTATE Bought and Sold on Commission.

LOANS Made on Approved City Real Will Act as TRUSTEES or Administrators

No. 57. Fourth place.

# Jas. Staples Bankers

ONE EIGHTY NINE STATE STREET SAFE DEPOSIT VAULTS SURETY BONDS

Interest Allowed on Balances of \$500 or Over

P. L. HOLZER — F. T. STAPLES

Bridgeport, Conn.

Fire, Marine, Liability, Plate Glass, Automobile Insurance—Real Estate—Bought and Sold on Commission—Loans Made on Approved City Real Estate—Will Act at Trailess or Administrators

No. 75. Ninth place.

## James Staples & Co.

BANKERS

Interest allowed on balances of \$500 or over. Safe deposit vaults, Insurance—Fire, Marine, Liability, Plate Glass, Automobile. Surety bonds. Real estate bought and sold on commission. Loans made on approved city real estate. Will act as trustees or administrators.

189 STATE STREET

BRIDGEPORT, CONN.

James Staples & Co. **INSURANCE** 

Fire Marine Liability Plate Glass Automobile

Safety Deposit Vaults Surety Bonds

Interest allowed on balances of \$500 or over Will act as Trustees or Administrators 189 State St., Bridgeport, Conn.

REAL ESTATE

LOANS Made on Approved City Real Estate

No. 145. Fifth place.

No. 72. Tenth place.

	Specimer Nos.		ointa
21	118	John G. Finley, Oneonta, N. Y	. 10
22		W. C. Randall, Prairie City, Iowa	
23	126	D. M. Benton, Macon, Ga	
	-	points — Nos. 105, 139, 164. points — No. 106.	
	-	ints — Nos. 6, 25, 32, 59, 69, 103, 159, 175, 177.	

Four points — Nos. 8, 13, 30, 42, 51, 70, 98, 111, 115, 171.

Three points — Nos. 5, 19, 29, 38, 36, 41, 47, 48, 55, 71, 74, 83, 96, 98, 102, 123, 137, 141, 149, 153, 156, 182.

Two points — Nos. 7, 11, 14, 24, 43, 46, 53, 60, 76, 81, 87, 91, 92, 97, 114, 124, 133, 155, 161, 178, 181.

One point — Nos. 18, 50, 58, 63, 66, 77, 79, 116, 151, 180.

Possibly there are many compositors who thought it impossible to depart from the stereotyped business-card form for an ad. of this kind, but there is certainly variety enough in the specimens reproduced to convince any compositor that there are many attractive ways to treat such

F. T. STAPLES

P. L. HOLZER

#### James Staples & Co.

copy. The vote on the best ads. is widely scattered, although

189 State Street, Bridgeport, Conn

#### BANKERS

INSURANCE Fire, Marine, Liability REAL ESTATE
Bought and Sold on

LOANS Made on Approved

Interest Allowed on Balances of \$500 or over. Will Act as Trustees or Adminstrators.

SAFE DEPOSIT VAULTS

SURETY BONDS

No. 150.

Selected for the first place by the advertiser.

No. 189 leads by a fair margin, but there are only fifteen points difference between second and twelfth places, with several other ads. closely following. This is a contest in which even experts would differ, so that it is not strange that the compositors were so divided in their votes. There are two ads. well up in the list which would undoubtedly have received larger votes if heavier type had been used for the display, Nos. 99 and 152, although the latter failed to bring out "Insurance" and "Real Estate," which were almost equal in importance to "Bankers." Mr. Radcliffe, who set No. 99, is a student of the I. T. U. Course, and states that he endeavored to carry out the instructions received in the Course in reference to harmony, simplicity, legibility, etc. One of the compositors, in selecting No. 99 for first place, says: "This ad. carries out the idea perfectly, and being well balanced would hold the eye of a prospective customer until all is read." It is interesting to study the selections made by the compositors for places of honor. Those who set good ads. naturally were quick to recognize merit in others, but this good judgment was not confined to the leaders, as many compositors whose own ads. received but few points named as their preferences ads. which are at or near the top. A case in point is that of Edward C. Sterry, of Kamloops, British Columbia, whose two ads., Nos. 177 and 178, received but few points, who selected Nos. 186, 191 and 189, in the order named, these ads. finishing in sixth, eighth and first places. Mr. Sterry writes an interesting letter, showing he studied the specimens carefully, from which the following is quoted:

No. 186 as first choice—On account of the strong display of "Bankers." In spite of the fact that this line somewhat overcrowds the name, I think, after comparing it with the rest, its merits allow it to rank first.

No. 191 as second choice—Because of its unusual typographical arrangement, which, if given a good place among newspaper ads., should prove attractive.

No. 189 as third choice — While not particularly attractive with regard to typographical arrangement, the compositor has evidently realized the important fact of bringing out something besides the firm name. This ad. shows that his efforts were well rewarded.

Believing that the contestants and readers of THE INLAND PRINTER would be interested in the opinion of the advertiser, a letter was addressed to James Staples & Co., asking them to make three selections, and here is their response:

Mr. O. F. Byxbee, Chicago, Ill.: BRIDGEPORT, CONN., Oct. 24, 1913.

DEAR SIR,—Your favor of the 17th was duly received, and we have examined the 196 varieties of ways of setting up our advertisement with great interest. It has been difficult for us to cut our selection of the best ones down to three; so many of them seem good to us. We presume that we look at them from a standpoint quite different from that of a printer. To us the way in which the different heads of our business are brought out and the relative position of the phrases regarding the different branches are the important points, while to a printer we suppose the general effectiveness of the grouping would be of more importance.

We have finally selected for the three of our choice Nos. 150, 72 and 125, although there are several others which strike us as about equally commendable.

We thank you for including us in this interesting contest and shall be glad to be advised of the result. Very truly,

JAMES STAPLES & COMPANY.

It will be noticed that the ad. selected by the advertiser for first place was entirely overlooked by the compositors, although those named second and third are well up in the list. The opinion of the advertiser is always important and the points mentioned in the letter are well worth consideration. Ad. No. 150, selected for first place, is shown herewith. It is unfortunate that more of the ads. can not be reproduced, but there are enough to show a great variety of treatment. Photographs of the leading contestants are shown herewith, and brief biographical sketches follow:

Harry William Hawley was born in 1869 at Waldron, Illinois. At the age of fourteen he entered the office of the Gilman (Ill.) Star, where he served his first year in the printing business, later spending nine years with the Monmouth (Ill.) Atlas and Review. Six years ago he and his wife moved to California, where he has been setting ads. on the Oakland Tribune, San Francisco Globe-Post and Pasadena Star. Mr. Walker writes that he is now serving his "thirtieth year as an apprentice to the printing trade" on the Long Beach Press. He adds, "Have taken The Inland Printer a great many years—it keeps a fellow from getting rusty."

D. C. Walker was born in 1877 at Lewisville, Texas, and learned the trade in that State (starting sixteen years ago) mostly in job shops. He is now employed on the Wichita Falls (Tex.) Daily Times as ad.-man.

John J. Hesse was born at Berlin, Ontario, in 1893. At the age of fourteen he entered a small newspaper and job office in that city, where he remained four years. He is at present employed at the Joseph Mack Printing House, Detroit, Michigan.

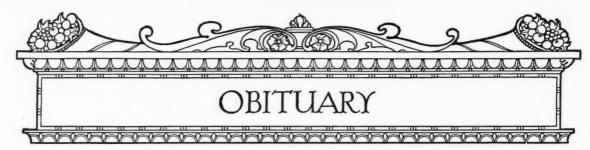
John P. Gomes was born in Hawaii in 1886 and learned his trade in the office of the Hawaiian Star, and is at present foreman of the composing-room in the branch office of the Honolulu Star-Bulletin. He is vice-president of Honolulu Typographical Union, No. 37. Mr. Gomes is a student of the I. T. U. Course and won second place in The Inland Printer's Ad-setting Contest No. 30 and seventh place in Contest No. 31.

Ernest A. Burns was born in Cohoes, New York, in 1890. He served his apprenticeship in the office of the Greenwich (N. Y.) Journal, and has since worked in various offices in the State, being at present employed on the Oneida (N. Y.) Democrat Union. Mr. Burns was a member of the I. T. U. Course, and says he considers it gave him more of an insight into the art of printing than a number of years at the trade would have done.

#### PRINTERS' PICNIC.

Smith — Well, you printers do know how to have a jolly time when you get together. But who is that lone-some, sad-looking individual away over in the corner?

Slug One-That's the proofreader.-Somerville Journal.



#### James Carter Beard.

James Carter Beard, the noted author and illustrator, died on Saturday, November 15, 1913, at the age of seventy-eight years, at New Orleans, Louisiana. He was a brother of Daniel Beard, the cartoonist, and was born in Cincinnati. He was admitted to the bar in 1861 and practiced a short time. He did much work as an illustrator for high-class books and periodicals, making a specialty of pictures of animals. He was the author of several works, including "Little Workers," "Curious Homes and Their Tenants," and "Billy Possum."

#### Warren Curtis.

Warren Curtis, pioneer paper manufacturer of New York city, director of the International Paper Company, and vice-president and director of the Ticonderoga Pulp and Paper Company, passed away at his home in Palmer Falls, New York, on November 2, 1913, in his seventy-sixth year.

Mr. Curtis began his business career at the early age of sixteen, when he worked in the West as a surveyor and engineer for a number of years. Later he established a paper-mill in Illinois, but losing the plant by fire in 1869, he returned East, permanently establishing himself in northern New York.

Through an untiring series of experiments Mr. Curtis accomplished what others had failed to do successfully—that is, making news paper out of ground wood-pulp. In this work he won for himself recognition as one of the most expert men in the country.

Until about three years ago, Mr. Curtis had entire charge of the engineering work of the International Paper Company, managing the department of maintenance and construction with signal ability. He recently constructed a pulp-mill at Palmer, New York, which is now under successful operation. Mr. Curtis is survived by his widow, three sons, Warren, Allen and Harry L., and two daughters, Mrs. C. H. Yates and Miss Marguerite F. Curtis.

#### Ashmead Gray Rodgers.

Ashmead Gray Rodgers, for twelve years superintendent of The Carborundum Company's plant at Niagara Falls, died on October 23, 1913, as the result of injuries sustained through an accident on October 5. Mr. Rodgers had a host of friends and acquaintances throughout the mechanical and chemical world, and they will sincerely feel the loss of a man who was so pleasing in personality, democratic in his attitude to others and so capable in his chosen line of work. Mr. Rodgers was a native of Albany, New York, having been born there in 1872. Previous to his taking up the work of superintendent of The Carborundum Company, he was superintendent of the Eddy Electrical Company, at Hartford, Connecticut. His funeral services were held Saturday, October 25, from St. Peter's Church at Niagara Falls and were attended by several hundred of the employees of The Carborundum Company,

members of the Niagara Club and other friends. Mr. Rodgers was a member of the American Chemical Society, Engineers' Society of New York, Chemists' Club, Niagara Club, University Club and Country Club of Niagara Falls, and several other scientific and social organizations.

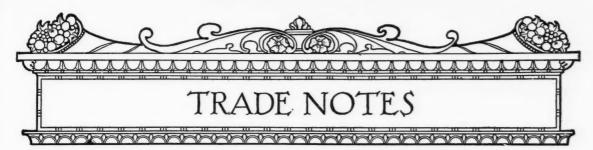
#### William McEvoy.

William McEvoy, one of the fifty-two printers who in June, 1852, organized Chicago Typographical Union, No. 16, died on Sunday, November 16, 1913, at his home, 2019 Racine avenue, Chicago. Mr. McEvoy was born in Dublin, Ireland, on September 8, 1832, and came to America with his parents in 1848, settling in Chicago, the voyage across being made in a sailing vessel and requiring six



William McEvoy.

weeks. He had started as an apprentice at the printing trade before leaving Ireland, and after arriving in Chicago went to work in the composing-room of the *Tribune*. After completing his apprenticeship he followed the course customary with printers of those days and went "on the road," working in newspaper offices in several of the larger cities. In 1854 he returned to Chicago where he was actively connected with the printing trade until a few years before his death. Mr. McEvoy was financial secretary of Chicago Typographical Union, No. 16, from 1876 to 1879, and secretary-treasurer from 1888 to 1909. When he retired from the printing trade he was pensioned by the union in recognition of his faithful services.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

### Brant & Borden of Newark, N. J., Change Name.

An announcement has been received from Brant & Borden, Newark, New Jersey, stating that they have changed the firm name to The Borden Press. There has been no change in management, control or policy, the change affecting the name only. The plant has been run under its present owners — Milo S. Borden and William H. Borden — since 1904.

### H. Hinze Machinery Company Adds New Line.

In addition to other lines carried, the H. Hinze Machinery Company, Incorporated, 154 Nassau street, New York, has taken over the sole American agency for the Max Kroenert Machine Works, of Altona, Germany, which manufactures machines for wall-paper factories, coated and fancy paper mills, wax-carbon, photographic and imitation glass-paper manufacturers, etc.

### "Relief Line Engraving," Issued by L. L. Poates Engraving Company.

Under the title "Relief Line Engraving," The L. L. Poates Engraving Company, 22 North William street, New York, has issued a handsome booklet, the object of which is to give a brief description of the wax process of engraving, and to show a few specimens of the many kinds of work for which it is adapted. This process is not only suitable for mapwork of all varieties, but also for diagrams, forms, tabular work, drawings and numerous other classes of work. The booklet is a handsome specimen of typography and shows a wide range of work done by this process. The plates from which the illustrations were printed were loaned by customers for whom they had been engraved.

### A New Catalogue of Gummed Specialties Made by Ideal Coated Paper Company.

An attractively gotten up catalogue of gummed holland and gummed cloths has just been issued by the Ideal Coated Paper Company, Brookfield, Massachusetts. This catalogue contains thirty sample strips of gummed cloth of various colors. There are eight colors of cambric, ten colors in the dull finished holland, an equal number of colors in the glazed finished holland. Samples of gummed colored coated paper and open mesh cloth are also shown. The advantages of a high-class gummed tape are too numerous to enumerate. Printers and binders will find these gummed tapes can be adapted for many purposes with a minimum of waste. The application of the colored gummed material for pads, high-class booklets and catalogues is well known and widely practiced.

The Ideal Coated Paper Company is well known as the maker of guaranteed flat gummed papers, which may be procured in rolls or sheets. It also manufactures specialties in gummed or ungummed tapes and cloth to meet any demand. Sample coils of cloth, tape or paper will be furnished to users on request. Address Ideal Coated Paper Company, Brookfield, Massachusetts; New York office: 150 Nassau street, New York city; Chicago office: 1536 Monadnock building.

### Barton's Non-slip Quoin.

Many years ago men of the printing craft discarded the old wooden quoin, and since that time proprietors, superintendents, foremen, compositors and pressmen have looked forward to the time when there would appear upon the market a reliable, durable, practical and guaranteed nonslip quoin that can always be depended upon. Joseph Barton, one of Chicago's popular young printers, within the past month has invented and placed upon the market such a quoin, which will, no doubt, prove a boon to the printing trade. The illustration shows the non-slipping feature.



This quoin can be used either with or without the bolt. In using Barton's non-slip quoin there is no interference whatever between quoin and bolt during process of lock-up, the nut being adjusted by pressman after final O. K. is given. For colorwork, long runs and standing forms it can not be equaled. When you once obtain a register with this quoin there will be no stopping of presses and re-registering forms, which often requires considerable time. Barton's guaranteed non-slip quoin eliminates all this waste of time, and will be welcomed in all printing establishments, large or small. Being made of malleable iron, one can readily see that the life of this quoin will not be a short one. Those desiring further information or literature concerning this quoin can obtain it by corresponding with Mr. Barton, whose address is 1533 South Hamlin avenue, Chicago, Illinois.

### Clubs to Celebrate Franklin's Birthday.

The Old-Time Printers' Association of Chicago will celebrate Franklin's Birthday with a banquet and dance at Hotel La Salle on Friday evening, January 16, 1914. Invitations to respond to toasts have been extended to Melville E. Stone, president of the Associated Press; James M. Lynch, Labor Commissioner of New York; Philip T. Dodge,

president of the International Paper and Mergenthaler Linotype Companies; and the Rev. Dr. Rufus A. White.

The Chicago Typothetæ has decided to hold its celebration in honor of Franklin on Friday evening, January 23, 1914, at which time the executive officers of the United Typothetæ and Franklin Clubs of America will be the guests. The committee in charge of arrangements has its plans well in hand and will make further announcement in a short time.

### Uprightgrain Sectional Base.

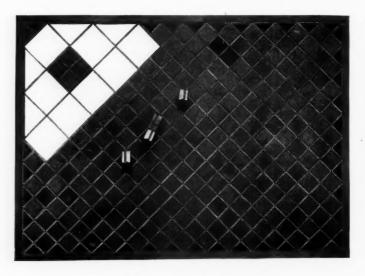
The accompanying illustration presents a sectional base that will prove a valuable friend to the lock-up man, for the Uprightgrain base is guaranteed not to "work up," a fault that has been found hard to overcome.

This base, which is for tacking only, is made of units of accurate height, any size, and affords unparalleled advantages. It possesses an end-grain, plate-gripping surface, unyielding to impression, which prevents the plate dragging

6, 1913, but owing to the great amount of work in the hands of the commission it has been necessary to postpone them to the date mentioned. Applications should be filed with the Illinois State Civil Service Commission, Springfield, Illinois.

### "Useful Matrix Information."

The Mergenthaler Linotype Company has recently issued a twenty-four page booklet bearing the above title. The information contained therein should be in the possession of every linotype operator and machinist. A number of line-plates are used to illustrate the descriptive matter and render very clearly the instructions how to determine, without guessing, the face size of matrices. The face-notch diagram carries a comprehensive explanation which should prevent any operator or machinist making an error in ordering sorts. Sixteen pages are devoted to the list of matrix faces referred to in the diagram explanation. The information on matrix combinations is clearly expressed



Uprightgrain Sectional Base.

against nails. The uniform and stiff resistance in all directions, afforded a nail, makes the plate hug the base and prevents its working loose, and renders the tapping of a plate into register accurate and reliable without loosening the nail in the wood. Plates can not "jump up."

Uprightgrain base is practically indestructible and does not warp or cushion. "Either side is right-side up."

This base should prove invaluable to the commercial printer, as a great deal of his work is of a nature that tacking to the base is the only practical and economical method to employ and is more speedily accomplished than any other system.

# Civil Service Examinations for Proofreader and Foreman of Printing.

On Saturday, January 3, 1914, civil-service examinations will be held in the State of Illinois for the following positions: Proofreader, open to men over twenty-one and women over eighteen; vacancies in office of Printer Expert at Springfield. Foreman of printing, open to men over twenty-five; vacancies existing at the Jacksonville School for Deaf, and at the State Reformatory at Pontiac. These examinations were to have been held on December

and should clear up any misgivings regarding combination teeth of matrices. This booklet will be sent on request by the Mergenthaler Linotype Company, Tribune Building, New York.

### R. R. Burrage Completes Fifteenth Year as Manufacturer of Glue.

October 31 marked the completion of fifteen years in business as a manufacturer of padding glue and flexible bookbinding glue by Robert R. Burrage. On November 1, 1898, Mr. Burrage opened a small shop at 35 Frankfort street, New York, where he continued until February, 1906, when the growth of his business required a move to larger quarters at 83 Gold street, his present location. These quarters were enlarged, and recently, through the continued increase of business, still another addition became necessary. The rapid growth of this business and the wide reputation of R. R. B. padding glue and flexible bookbinding glue are sufficient evidence of the quality of this product. Previous to establishing a business for himself, Mr. Burrage was connected with the manufacturers of the old "Johnson process" padding composition.

### George M. Courts, President United Typothetae and Franklin Clubs of America.

To be elected to the national presidency of one of the oldest and largest trade organizations of the country is indeed a great honor; but to be chosen, almost simultaneously, as the national head of two of the greatest forces in the business world to-day is the double honor bestowed upon George M. Courts, of Galveston, Texas, whose likeness we take great pleasure in presenting to our readers.

At Springfield, Massachusetts, from October 13 to 17, was gathered one of the largest and most enthusiastic



George M. Courts.

New president United Typothetæ of America.

assemblages of the industrial life of the country, celebrating the ninth annual convention of the National Association of Stationers and Manufacturers. When it became time for the election of officers the name of George M. Courts was presented for president, calling forth great applause and going through without opposition.

At New Orleans, Louisiana, from October 21 to 23, one of the most important conventions of the printing industry was gathered, at which time the same George M. Courts was chosen to head the United Typothetæ and Franklin Clubs of America.

Nor do these two offices constitute the sum total of Mr. Courts' organizational activities, for besides these two he finds time to give to the work of several other organizations, aside from his busy career as president and general manager of the firm of Clarke & Courts, which has one of the largest and best equipped stationery and printing establishments in the country.

It is said that Mr. Courts is a self-made man. Both of his parents dying in 1859, when he was but a boy, he was left in the care of an uncle in Galveston. The family migrated to Mexico, where the uncle died, leaving the

young Courts to shift for himself. Working his way back to Galveston, he secured employment with a local newsdealer and stationer, advancing so rapidly he was soon managing the business.

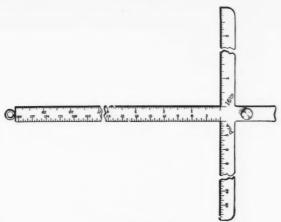
The story of his rapid rise in the business world is one of dogged determination and application, and the honors recently conferred upon him are but a partial reward for the straightforward, open-and-above-board manner in which he has worked his way upward.

### A National Training School for Printing Salesmen.

The opportunity is now presented printers to acquire the necessary information to equip themselves for the selling end of the printing business. A correspondence course in sales training which covers the fundamentals necessary to equip a printer with an intelligent selling service for the printing factory, and which has received the indorsement of the Nashville Typothetæ, has been prepared by Edward P. Mickel, secretary of the Nashville Typothetæ. Two years of study and practice were required in order to prepare this course. Auxiliary courses covering the subjects, "Paper Stock," and "Engravings, Layouts and Dummies," have also been prepared and are given as a part of the general course. A practical printer, having a knowledge of type, presswork and inks, with a six months' training such as is here offered in the things it is necessary for him to know in order that he may meet a customer intelligently and on even terms, ought to be able to advance to the selling end and better himself both in opportunity and compensation. Full particulars regarding this course may be obtained by applying to Edward P. Mickel, 60 Noel block, Nashville, Tennessee.

### The Star T-Square—a Great Help for Stonemen.

One of the greatest difficulties experienced by stonemen is that of getting the pages in a form squared up properly, and any tool that will help overcome this one diffi-



The Star T-Square.

culty alone would more than pay for itself in a very short time. The tool shown is one that should prove to be of great value around any printing-office, particularly where work requiring great accuracy is done, and a glance at the illustration will suggest numerous uses to which it can be put to advantage. It is accurately graduated to picas, nonpareils and inches. The Star Tool Manufacturing Company, Springfield, Ohio, will be pleased to send descriptive literature on request.

### James M. Duncan Succeeds President Lynch of I. T. U.

On the appointment of James M. Lynch to the office of Commissioner of Labor of the State of New York it became the lot of First Vice-President James M. Duncan to step into his shoes and guide that stately old vessel, the International Typographical Union, through the remainder of the present term of office. To those acquainted with the man and the work he has done it is needless to say that Mr. Duncan will make a worthy successor to the one who did so much to make the I. T. U. the pride of all its members and the greatest organization of the trade.

Mr. Duncan was born on September 19, 1849, in Perth, Ontario. He studied in the public school of that village, and at the age of fourteen found employment in the office of the Courier. He moved to Chicago in 1866, and after remaining there a short time went to New York. He joined Typographical Union No. 6 in June, 1868, and took an active part in the work of the union from the time of his initiation, serving on the various committees almost continuously. On four different occasions he served on the Executive Committee. In 1887 he was a delegate to the Buffalo session of the International Typographical Union, a conspicuous feature of that session, very recently again a matter of interest, being the protest of the smaller unions that they were not adequately recognized in committee appointments and otherwise. At this time Mr. Duncan was nominated for the presidency but withdrew in



James M. Lynch.

Appointed Labor Commissioner of New York.

favor of Mr. Miller, of Harrisburg, in the effort to obtain for the one-delegate towns a suitable standing in the highest council of the trade.

Mr. Duncan was elected to the presidency of New York Typographical Union, No. 6, in 1885, and his first day in office was signalized by a strike in one of the largest book houses in the jurisdiction. Conspicuous in this episode was Mr. Duncan's method of management, which brought the strike to a successful close. He was again elected to the presidency of No. 6 in 1888, and his great achievement during this year was the capture of the largest evening paper in the jurisdiction.



James M. Duncan.
Succeeds James M. Lynch as president of I. T. U.

As a public speaker and debater Mr. Duncan has won high praise, depending wholly upon the merit of the question, effective arrangement, weight of evidence, legal status of matter and historic value in parallel, but never calling in hostile personal feeling either in word or by insinuation. While he disagrees most radically, he has never been known to attribute unworthy motives to opponents.

Mr. Duncan has no hesitation in proclaiming his views. Favoring publicity and free speech, his creed may be thus summarized: "No good cause need fear inquiry and discussion, and no bad cause should be permitted to evade these." Regarding the office of chairman: "Second only in importance to the president of the union comes the chairman. Good laws unenforced are of no avail; the written law may enlighten us, but the chairman is the living force."

Mr. Duncan is known as one of the earliest advocates of arbitration, now so widespread. General Sherman's short treatise on war has more than one believer in tradeunion ranks, for industrial strife is every bit as devastating, if not so theatrical.

### Banquet in Honor of Wm. Spalckhaver.

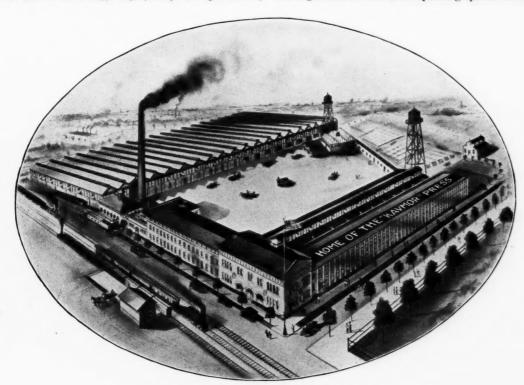
William Spalckhaver was tendered a complimentary dinner at the Brevoort Hotel, New York, on Saturday, November 15, 1913, the occasion being the celebration of his fiftieth year with R. Hoe & Co., printing-press manufacturers. The dinner was attended by the officers, heads of all departments and many associates, and Mr. Spalckhaver's three sons were present as guests.

Mr. Spalckhaver has been chief engineer and head of the drafting department most of this long period of service, and has been responsible for many vital improvements and patents on the large printing-presses manufactured by the company.

Robert Hoe, president of the company, in behalf of the officers and all those present, presented Mr. Spalckhaver with a silver loving-cup, commending in sincere terms the loyalty, genius and energy displayed by Mr. Spalckhaver,

Among other valuable features on this press is the removable platen, which enables the pressman to make one job ready while another is being run, thereby keeping the press going constantly. Two or more platens are furnished with each press.

A splendid line of specimens, embracing all classes of work such as process colorwork, labelwork in colors, halftone work and hot embossing, and also a descriptive folder showing different views and explaining special features of



THE HOME OF THE "KAVMOR" PRESS.

and the great work he has done to further the interests of the company in the printing field.

Mr. Spalckhaver was a commissioned lieutenant in the Fifty-fourth United States Volunteers in the Civil War and recently attended the reunion at Gettysburg with the U. S. Grant Post, of which he has long been a member.

### New Factories of the Kavmor Automatic Press Company.

The Kavmor Automatic Press Company is now manufacturing "Kavmor" high-speed automatic platen presses in factories at Newburgh, New York, and Philadelphia, Pennsylvania, which give them immense facilities for turning out these presses in large quantities. The presses are made in two sizes, the 11 by 17 inch size producing five thousand impressions, and the 14 by 20 inch four thousand impressions an hour, each press turning out the finest classes of work. A newly patented hot electric embosser, and also the cutting, creasing, scoring and printing of paper boxes at one operation, are additional features of the "Kavmor" press. A large number of the 14 by 20 inch size are in use in the large paper-box plants throughout the world, and repeat orders are constantly following.

The company guarantees its high-speed automatic platen presses to automatically feed and deliver all grades of paper from French folio to the heaviest box-board.

the press, has been printed by the company on one of its No. 2 size presses. A set of samples will be sent to any printer writing on his firm stationery to the company's offices at 54 East Eleventh street, New York.

### New Bulletins of American Rotary Valve Company.

The American Rotary Valve Company, successor to the old Jenney Motor Company, and which is continuing the manufacture and sale of Jenney motors, has issued several new bulletins covering electric drives for flat-bed presses, paper-cutters, book-trimmers and pumping machinery. These bulletins show a few of the advantages of the use of Jenney motors in the printing-plant. They also show a few of the many improvements which have been made in the design and construction of these motors. Copies of these bulletins may be had by applying to Jenney electrical department, American Rotary Valve Company, Chicago, Illinois.

### Miehle Company Acquires Business of Huber-Hodgman Press Company.

The Miehle Printing Press and Manufacturing Company, of Chicago, has acquired the old-established business undertaking heretofore carried on by The Huber-Hodgman Printing Press Company, of Taunton, Massachusetts. As

is well known to the printing trade, the latter company has manufactured "The Hodgman" two-revolution flat-bed press, and as the Miehle Company announces its intention of continuing to build that press at the Taunton works, those printers who are accustomed to using "The Hodgman" will be able to obtain it as in the past.

### Prizes Awarded at Florida Press Association Convention.

One of the most interesting features at the recent convention of the Florida Press Association, held at Tampa, Florida, was the awarding of three prizes by Glenn-Reagin, advertisers, for the best pieces of printing submitted. The first prize, reproduced herewith, was a gold watch, suitably engraved, and was carried off by A. J. Younger, foreman of the Eustis Lake Region, Eustis, Florida. His design was tastefully printed in four colors — yellow, gray, black, and red.



Prize Awarded for the Best Design.

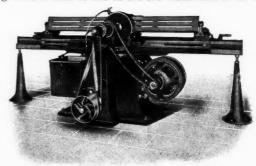
The Rinaldi Printing Company, Tampa, Florida, was awarded second prize, a handsome sterling silver cigar case, and H. Alstrom, of the Fort Pierce News, Fort Pierce, Florida, proved worthy of the third prize—a silvermounted umbrella.

### The Rogers-Buffalo Knife Grinder.

The well-known concern, Samuel C. Rogers & Co., Incorporated, has for some time past been working on a knife-grinding machine that would meet the demands of the most critical and up-to-date printing-offices. It has at last arrived at the point of perfection by completing the full automatic-feed, direct-motor driven Rogers-Buffalo knife-grinder shown in the accompanying illustration, and now offers the trade a machine of the greatest simplicity, which is perfect in operation and accurate in its work.

Special attention is called to the link-belt drive of this machine, which is absolutely noiseless and at the same time positive, and does away with the slipping of belts and loss of power, all power consumed being directly transmitted from the motor to the grinding-wheel mandrel. A power transmission of this kind relieves the motor of all strain, and places it out of the way of all emery-dust and water, which are the greatest annoyances around any kind of grinding machine.

With this grinder either a concave or straight bevel may be ground upon any paper-cutting knife up to 130 inches in length. If a concave bevel is desired it may be obtained by simply shifting the carriage around at different angles with the edge of the cup-grinding wheel, the degree of bevel being regulated accordingly. The automatic feed is also a very simple adjustment and can be regulated to feed as fine as one one-thousandth of an inch



Full Automatic-feed, Direct-motor Driven Rogers-Buffalo Knife Grinder.

at each travel of the carriage, and as much faster as the operator may desire and conditions may warrant.

This company manufactures many different types and sizes of automatic-feed knife-grinding and saw-sharpening machinery, and in fact is in a position to supply any kind of grinder that may be required in an up-to-date establishment. Detailed information regarding these machines may be had by writing the company at Buffalo, New York.

### Dennison's 1913 Christmas Book.

We show herewith a reproduction of the cover-design of Dennison's Christmas Book for 1913. The original is attractively gotten up on the three-fold style, the body of the book being bound at the left of the center fold. The



three outside covers are printed in four colors, the inside of covers and each page in a light-green tinted background on which are displayed effectively fine half-tone illustrations. Three hundred and sixty-five thousand copies were printed, twenty-five thousand of which carry English prices for Dennison's London house, the balance to be distributed in the United States and Canada.

### "The First Fifty Intertypes."

A booklet entitled "The First Fifty Intertypes" has been issued by the International Typesetting Machine Company. It contains, among other interesting features, letters of endorsement from every one of the users of the first fifty machines sold by the new company. Besides its United States branches in Chicago, New Orleans and San Francisco, the International Company is now represented in Canada (by Miller & Richard), South America, Ausralasia, and the Scandinavian Peninsula. It is reported that new machines are being shipped at the rate of two a lay, and the Intertype factory is taxed to the utmost by its parts and supplies business.

### The Twin Disk and Simplex Fountain-Two Valuable Pressroom Aids.

Printers who desire to increase the efficiency of their pressrooms should become acquainted with the valuable aids manufactured by The Simplex Manufacturing Combeen approved and adopted by thousands of successful printers in the country.

In order that the published course might have the benefit of being edited by practical, experienced printers, a special committee was appointed by the American Printers' Cost Commission to review the course in conference with the author, F. H. Elwell, A. B., assistant professor of business administration of the University of Wisconsin, and a practical accountant. It has also been heartily endorsed by the Ben Franklin Club of America and the Wisconsin Ben Franklin Club.

The course was printed by students of the United Typothetæ of America Technical School of Printing, Indianapolis, Indiana, at the expense of that organization, making it possible for the University of Wisconsin to offer the course to printers in a neat form, at the very low price of \$5. This fee entitles the student to a careful examination of his recitation papers, the ten printed assignments and a binder for the course. Full information will be



The Typographical Union, "Big 6," Band, of New York City.

The members of the band are as follows: Arthur C. Church; J. C. Heaton; Hercules Leveque; George J. Scanlan; Arthur C. Church, Jr.; William P. Heffernan; William J. Lochman; Joseph Scanlan; Thomas Comley; James J. Heffernan; James Cosgrove; George R. Hosmer; James E. McDonald; Richard Sutherland; J. De Nonno; James Keane; Lawrence J. Murray; George H. Hanford; Elmer C. Knecht; William O'Dwyer; H. Graham; C. V. Fassett; Michael Callery; Mr. McClure; J. Klohe; E. J. Murphy; Mr. Wood.

pany, 1660 Foulkrod street, Frankfort, Philadelphia, two of which we call particular attention to here. The twin disk is an attachment for printing two colors at one impression, which can be used on any job press with a flat ink disk. By cutting the stock double and running and turning, one-half the time is saved on two-color work. It can also be used for running jobs of separate colors on the same stock. The simplex fountain is another useful and laborsaving article manufactured by this company. This fountain can be cleaned or regulated readily, as it is not necessary to take it apart or off the press. By simply unhooking links at sides the roll can be swung free from the box for cleaning. Information regarding these devices may be obtained from the company at the address given.

### Bookkeeping and Cost-finding for Printers.

The University of Wisconsin, Extension Division, has established a correspondence course in bookkeeping and cost-finding for printers, which is based on the Standard cost-finding system and founded on principles which have furnished any interested printer by the University Extension Division, Madison, Wisconsin.

### A Guaranteed Automatic Feeder.

To feed post-cards on a platen press, four-up, by hand, does not appear very difficult. To feed them accurately for a four-color register and have little or no waste is another question. It can not be done by hand without considerable loss of time and material, but it can be done on a Humana automatic feeder. The best test of a statement of this kind is to prove it by actual examination of the product. Take at random a bunch of the printed stock on the last impression and examine each sheet with a large reading-glass, you will find every sheet to register exactly. This is a strong statement. It has been done, however, and we have seen some of the very sheets taken at random and can not find the slightest trace of imperfect register. Literature and samples of work done on presses equipped with Humana feeders will be sent on application by the Humana Company, Newark, New Jersey.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

### "Newspaper Writing and Editing."

Dr. Willard Grosvenor Bleyer, Ph. D., in his book "Newspaper Writing and Editing," presents in a thorough and convincing manner the results of his seven years' training of college students in methods of newspaper writing and editing. He saw the need of text-books on journalism, and in the one compiled by him there is found much valuable information not found elsewhere. Doctor Bleyer is chairman of the Course in Journalism, and associate professor of journalism in the University of Wisconsin. The work is published by Houghton Mifflin Company, Cambridge, Massachusetts, sells for \$1.65 postpaid, and may be purchased from The Inland Printer Company.

### "School Efficiency-a Constructive Study."

Prof. Paul H. Hanus, of Harvard University, has compiled a series of books on school efficiency, brought about by a constructive study of educational aspects undertaken by the Committee on School Inquiry of the Board of Estimate and Apportionment of the city of New York. Each one of the volumes of the series is a reproduction of one or more of the reports made by members of this committee on elementary school and kindergarten, high school and vocational instruction, courses of study, organization, management and supervision, with a general recommendation for their unification and standardization. The series is published by the World Book Company, Yonkers-on-Hudson, New York.

### "Random Notes of Boston."

"Random Notes of Boston" is the title of a handsome volume which was presented by the banks, trust companies and bankers of Boston as a souvenir of the convention of the American Bankers' Association, recently held in that city. The book was written by Henry P. Dowst, with drawings by John Albert Seaford, and was published by the H. B. Humphrey Company, of Boston. It was printed throughout by the offset process, both engravings and type, the work being done by the Providence Lithograph Company, of Providence, Rhode Island. The original drawings were made in crayon pencil and the reproductions were made in high-light half-tone. The book is beautifully bound in cloth, with a handsome cover-design stamped in gold.

### "The Art of Giambattista Bodoni."

From Bertieri & Vanzetti, Milan, Italy, we have rereived a copy of "The Art of Giambattista Bodoni," written by Raffaello Bertieri, manager of Il Risorgimento Grafico. The publication of the book is timely, interest in the work of Bodoni having been quite keen for some time past. The text, which is very complete, is illustrated by a large number of reproductions of Bodoni's typography, as well as other interesting designs. The book consists of some two hundred pages, 9½ by 12½ inches in size, and is printed on hand-made paper and artistically bound in board covers.

### "Selling Newspaper Space."

"Selling Newspaper Space," by Joseph E. Chasnof, is based upon a series of lectures delivered by the author before the students of advertising in the school of journalism at the University of Missouri, and the result of an investigation into some of the advertising problems of Missouri newspapers. It handles the advertising situation exhaustively from the standpoints of salesman and publisher and should prove a good seller.

It is published by The Ronald Press Company, New York, and sells for \$1.50 postpaid. It may be purchased through The Inland Printer Company.

### "The Making of a Newspaper Man."

In an interesting and entertaining way, Mr. Samuel G. Blythe, in his book "The Making of a Newspaper Man," relates his experiences in reporting for newspapers, covering a period of twenty-five years. In telling his blunders as well as successes he hopes to show his readers, especially the younger ones just starting into this work, how to prevent them. The book contains two hundred and thirtynine pages of interesting reading-matter and should be read by young aspirants in the reporting field and will be found of great value to all connected with newspaper work.

The price is 60 cents postpaid and may be purchased through The Inland Printer Company.

### "Scientific American Reference Book."

Munn & Co., publishers of Scientific American, have in the past published several books of reference and formulæ, but on account of receiving such a great number of inquiries from the reading public on a vast range of topics other than formulæ, the editors felt constrained to compile a still more comprehensive work. The first edition of the "Scientific American Reference Book" was issued in 1904 and met with great success, but in the fourth edition, just from the press, we find the most exhaustive compendium of statistical and scientific information brought together in one book.

From cover to cover, every page is full of informative, accurate statements concerning the things, inventions and processes that constitute the vital factors in our material and scientific progress. In the compilation of this invaluable work, the publishers have had the help and advice of many government officials. It contains six hundred and eight pages and one thousand illustrations, is substantially bound in cloth, and the cover carries a special design printed in three colors. The price of the "Scientific American Reference Book" is \$1.50 postpaid and may be purchased through The Inland Printer Company.

# THE INLAND PRINTER | WANT ADVERTISEMENTS

A. H. McQuilkin, Editor

Published monthly by

### THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U.S.A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square,

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No. 3

THE INLAND PRINTER is issued promptly on the first of each month taims to furnish the latest and most authoritative information on all natters relating to the printing trades and allied industries. Contribuions are solicited and prompt remittance made for all acceptable

### SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

MMORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

### ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novel-ties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil hon-estly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for adver-

ng space. The Inland Printer reserves the right to reject any advertisement

### FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England. RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C.,

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUSSHOORN, 23 Avenue de Gravelle, Charenton, France.

ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explana-tion of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitaliza-tion, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposi-tion and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING." by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitagened for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6% by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING.—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

PRESSMAN'S GUIDE—A handy vest-pocket companion for pressmen; 100 pages of almost indispensable information; leather, 3 by 3½ inches; 81. THE INLAND PRINTER COMPANY.

### BUSINESS OPPORTUNITIES.

### OFFICIAL NOTICE.

OFFICIAL NOTICE.

In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1914, are invited.

Specifications and conditions will be furnished on application to J. C. Root. Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. bldg., Omaha, Neb., and will be submitted at the first meeting in 1914 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited.

J. C. ROOT,

J. C. ROOT,
JOHN T. YATES,
Supply Committee, Sovereign Camp, Woodmen of the World.
Omaha, Neb., Nov. 1, 1913.

NEWSPAPER BARGAIN IN TEXAS—FOR SALE—Our entire plant invoicing about \$12,000, consisting of Model 5 linotype, two cylinder presses, two jobbers, power cutter, wire-stitcher, folder, perforator, punch, etc., with an abundance of type and other-material; no indebtedness or encumbrances; annual business, \$12,000 gross; best weekly paper in the West; fine job trade drawing work from big territory; no competition in town or county; county and city printing; good town, with all modern utilities, schools and churches; will give full description of plant, county and town, and an itemized statement of business for past two years; write or come quick if you want a bargain; would reserve linotype if desired. WHIPKEY PRINTING CO., Colorado (Mitchell Co.), Texas.

FOR SALE—Commercial job office; established 12 years; doing excellent business; has five jobbers, one pony cylinder and large wirestitcher, all run by individual motors; everything in fine condition; no encumbrances; in town of 30,000; long lease on location; good reason given for selling; all correspondence answered. N 362.

MAKE YOUR SPARE TIME PROFITABLE: I make from \$30 to \$50 per month working evenings only: any printer can do it, no special additive required; my book "A Gold Mine at Home," explaining the plan insures success; sent for \$1.

Megill's Patent SPRING TONGUE GAUGE PINS \$1.20 per doz, with extra tongues



MEGILL'S PATENT

Automatic Register Gauge automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only

E. L. MEGILL, Pat. and Mfr. e Street NEW YORK
From us or your dealer. Free booklets. 60 Duane Street

Megill's Patent DOUBLE-GRIP GAUGES \$1.25 set of 3 with extra tongues



PARTNER WANTED — MACHINIST-OPERATOR to take charge mechanical end of best paying newspaper and job office in central Texas; good territory; growing business prevents owner from giving plant proper attention; half interest, \$3,000; terms. PICAYUNE,

GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

FOR SALE — Printing and stationery business; established 1897; capital \$60,000; owners have other interests; will sell for \$6,000 cash and \$100 per week; no interest; growing western city of 50,000. Address H. W. F., 550 Transportation bldg., Chicago.

FOR SALE—On account of death, old-established printing-plant in San Francisco; splendid opportunity. S. W. CHARLES, University av., Palo Alto, Cal.

JOB PLANT for sale for almost half value, on account of sickness. H. PENICK, Astoria, Oregon.

### ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

### FOR SALE.

FOR SALE — One 10 by 15 inch and 8 by 12 inch Chandler & Price job presses; one Roth steel-die embossing press; one 18-inch Fuchs & Lang pebbling machine; one 14 by 18 inch Fuchs & Lang pronzing machine; one No. 00, 4-roller, 2-revolution Miehle, 39 by 55 inch bed; one No. 00000, 4-roller, 2-revolution Miehle, 42 by 64 inch bed; one Latham automatic numbering machine; one style 7 by 11 Singer sewing machine on 42-inch by 6-foot 6-inch table; one 30-inch wide Burton's rotary Peerless perforator; one 44 by 44 inch Holyoke paper-cutter; one 21 by 29 inch — 40 by 66 inch Brown folding machine; one No. 4 New Jersey wire-stitching machine with flat table; one No. 2 New Jersey wire-stitching machine with saddle table; one 28-inch wide power multiple Rosback punching machine; one 38 by 38 inch Seybold Twentieth Century cutter; one 3 by 6 inch to 12 by 18 inch Seybold Tuplex paper-cutter; one 34 by 44 inch Fuchs & Lang cylinder bronzing machine; all these machines are in first-class condition. GREELEY PRINTERY, St. Louis, Mo.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, easemaking, easing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

FOR SALE—Two-revolution presses—all sizes—all makes; now is the time to buy, when real bargains are available; no excuse for using the old worn-out press any longer—not if you can raise \$50 to \$100 to pay toward the initial payment of a good-as-new rebuilt press; no matter how far you are away, send for illustrated catalogue to-day. WM. L. PACKARD, Geneva, N. Y.

FOR SALE — Harris Automatic press, one color; feeds stock 4 by 6 to 16 by 20 inches; prints curved electrotype or stereotype form up to 14 by 17 or one or two type-forms each 5 by 8; speed, 6,500 impressions an hour; feeds stock heavier than French folio up to 8-point cardboard; shop No. 468 S-I-F; almost good as new; bargain; reason, have little work for it. Address ADVOCATE PRINTING CO., Newark, Ohio.

REBUILT — absolute guarantee — Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 23 by 30, front fly, cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper-cutters, 23 to 48 inch; wire-stitching, perforating, slitting, scoring, bronzing, punching machines; send for illustrated list. RICHARD PRESTON, 167 E. Oliver, Boston.

PRESS BARGAINS—WHITLOCK PRESS: 4-form rollers; table distribution; 39 by 42 bed; takes sheet 25 by 38; printed side up; all rollers interchangeable; used but little, as good as new; \$800 takes it on floor; POTTER, Jr., 2-form rollers; fly, bed 21 by 27; takes sheet 19 by 24; \$200 as it stands on floor; this press is in good condition, nothing broken or worn out. N 524.

FOR SALE — WHITLOCK pony cylinder press, Huber cylinder press, Brown & Carver 34-inch automatic paper-cutter, with motor, Standard 32-inch hand-clamp cutter, 3 perforating machines, A. Dewes Co., N. Y., make, 4 steam tables; some of above practically new, all in good condition. FRANK T. RAWLINGS, 1425 N. Y. ave., Washington, D. C.

REBUILT — Guaranteed satisfactory to purchaser — Huber four-roller, 46 by 60 bed, \$1,100; 37 by 52 bed, \$1,000; Campbell job and book presses, 41 by 60 bed, \$700; 37 by 52 bed, \$550; 34 by 50 bed, \$500; 6.b. New York. C. FRANK BOUGHTON, SUCCESSOR TO VAN ALLENS & BOUGHTON, 17-23 Rose st., New York city.

FOR SALE — 1 Dexter folder, nearly new; range of size 12 by 16 to 32 by 44 inches; automatic feeder attached; 1 Seybold cutter; 38-inch knife; cheap if taken at once. ATOZ PRINTING CO., 663 McCormick bldg., Chicago, Ill.

TWO SECONDHAND BARGAINS—2 Perfecting 2-revolution presses—one 30 by 42 inch Cottrell, and one 42 by 62 inch, No. 0 Huber; both in good condition; will sell very cheap. GIBBS-BROWER CO., 261 Broadway, N. Y. city.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. THE ROYAL PRINT & LITHO., Ltd., Halifax, N. S., Canada.

FOR SALE—Harris Automatic press, size 15 by 19, two-color attachment and envelope feed, A-1 shape and running. For particulars and bargain price write A. W. McCLOY CO., Pittsburgh, Pa.

FOR SALE — Krause embossing press; inking and heating attachments; printing surface 7 by 85%; speed 900 to 1,200. Write MILWAUKEE GUMMED LABEL & SEAL CO., Milwaukee, Wis.

FOR SALE — One Harris Automatic machine, size 36 by 48, with sheet, bag and envelope attachments, in good running order; no reasonable offer refused. BECKER BROS., Butler, Pa.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPE-WRITER COMPANY (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — 3 Williams web feeders for platen printing presses; were never in use and can be bought cheap. DIETZ MACHINE WORKS, 126 W. Fontaine st., Philadelphia, Pa.

FOR SALE — 10 by 15 Universal press, \$100; Perfection stitcher, \$50; 13 by 19 Universal; 32-inch paper-cutter; 37 by 52 Huber, 2-revolution. A. NICHOLS, Chili, N. Y.

LINOTYPES, 2 Model No. 3; excellent condition; each with two extra sets of matrices; liners and ejector-blades. EDDY-PRESS COR-PORATION, Cumberland, Md.

FOR SALE, CHEAP—One 32 by 48 inch Emmerich & Vonderlehr bronzing machine, also a 36 by 48 inch Fuchs & Lang Century bronzing machine. M 518.

FOR SALE — Two Model 3 Canadian linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

FOR SALE — Cutting machine, 34-inch Jones "Overcut"; first-class condition. Address CINCINNATI LITHOGRAPHING CO., Cincondition. cinnati, Ohio

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

FOR SALE — New No. 4, two-roller Miehle press, with motor and con-troller; in perfect condition; bargain to quick buyer. Address N 529.

FOR SALE — Seybold book-trimmer, double knife; cost \$1,000, sell \$600. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

BABCOCK PRESS, No. 43 Optimus, 3-roller, bed 28 by 41, matter 23 by 37, direct electrically driven, 3 years old; liberal terms. M 517.

LINOTYPES — 2 Model No. 1, good condition; each equipped with two sets of German matrices. THE ABENDPOST CO., Chicago, Ill.

FOR SALE — Type in good condition, 66% per cent off list. C. W. F. CO., 2059 North Wood street, Chicago. Telephone, Monroe 3851.

LINOTYPE — Model 8, with three fonts of matrices; in use only one year. LANCASTER INTELLIGENCER, Lancaster, Pa.



by attaching NEW CENTURY FOUNTAINS to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. When the print, Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work. For Chandler & Price, Challenge and all Gordon Presses.

Get a descriptive circular from your dealer or send to us.

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- FOR SALE One Canadian linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.
- LINOTYPE Model 1, with one magazine and one font of matrices. THE J. B. SAVAGE CO., Cleveland, Ohio.
- LINOTYPES 4 Model No. 3, with 22 fonts of matrices. THOS. P. HENRY LINOTYPING CO., Detroit, Mich.
- FOR SALE CHEAP All-size Scott rotary press in good condition. GREELEY PRINTERY, St. Louis, Mo.
- LINOTYPE FOR SALE Canadian Model 1. J. J. HARPELL, Board of Trade bldg., Montreal, Quebec.
- LINOTYPE Model No. 2, with 16 sets of matrices. THE CARGILL COMPANY, Grand Rapids, Mich.
- THOMPSON TYPECASTER and accessories. E. W. STEPHENS PUBLISHING CO., Columbia, Mo.
- LINOTYPE-Model 5, with one set of matrices. L'ACTION SOCIALE, Quebec, Que., Canada.
- LINOTYPE Model 5 with 2 magazines. JACKSON & BELL CO., Wilmington, N. C.

#### INSTRUCTION.

- A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing an eneeds; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, \$5.
- TO LEARN EASE AND SPEED on the linotype, get Pickert's Linotype Charts; price 15 cents. Address THE DIAGRAM SCHOOL, 5437 S. Halsted st., Chicago, Ill.

#### HELP WANTED.

#### Compositors.

- COMPOSITOR —A man of creative ability and excellent taste in the composition of fine catalogues, booklets and jobwork, can secure permanent position in the largest open shop located in the Ohio valley, by addressing N 526.
- WANTED—Compositor having original ideas and ability to execute them; union; state age, wages, references. POSTOFFICE BOX 678, Troy, N. Y.

### Engravers

PHOTOENGRAVERS, wood engravers, artists, who want open-shop positions in best shops in country, write to EMPLOYING PHOTO-ENGRAVERS ASSOCIATION, 1202 Citizens bldg., Cleveland, Ohio.

### Foremen.

- FOREMAN OF JOB-PRINTING DEPARTMENT WANTED—Situation is open with a large publishing house for an experienced, high-class man to take charge of job-printing department, containing 10 jobbers, 4 flat-beds, some stitchers, cutters; all high-class work, including process and color jobs; write, stating age, references and experience. N 104.
- WANTED Working foreman for composing-room; high-grade catalogue and color work; steady position; salary, \$25; location, central New York; state qualifications and full particulars in first letter. N 530.
- FOREMAN for medium-sized printing department in Rochester, New York; steady employment; state references, experience and salary. N 527.

### Miscellaneous.

WANTED—A practical printer with creative ideas as layout man; one skilled in the making of catalogues, booklets and high-grade jobwork; permanent connection for reliable man; references as to capability and habits expected; also state salary. Apply THE MORTIMER COMPANY, LIMITED, Ottawa, Canada.

### Pressmen

COLOR MAN FOR JOB PRESSROOM—The chance you've been seeking—Large house in eastern State offers a permanent position to the man sufficiently experienced to meet their need in the art of color mixing and in the running of the best classes of jobwork; the applicant must be one who knows printing-inks and how to use them and one who looks upon platen presswork as an art and craft worthy the best craftsman; convince them you are the man. N 522.

- JOB PRESSMAN—Must be strictly high-class man, capable of producing the best color and half-tone work on Colt's Armory presses; must be able to control his feeders, and get the best results, from them.
- WANTED—A man who thoroughly understands Gordon Press work; steady employment to a good workman. CASTLE-PIERCE PRINT-ING CO., Oshkosh, Wisconsin.

#### Salesmen

- WANTED Printing-ink salesman with experience and a good trade in Missouri, Arkansas, northern Texas, Oklahoma, Kansas and Nebraska; if applicant can not prove that he can sell printing-ink he need not apply. M 501.
- WANTED—An experienced catalogue and commercial printing salesman with ability to suggest publicity and selling ideas; fine opportunity for advancement; give age, experience, references and salary expected. N 523.

### SITUATIONS WANTED.

#### Rookhinder

BINDERY FOREMAN with good executive ability, experienced in blank-book, loose-leaf, edition, commercial and job work, familiar with machinery, wants position. N 165.

#### Compositors

COMPOSITOR — Thoroughly competent on commercial job, booklet, advertisement and general display work; very quick and talented worker; good character; age 25; union; kindly write full particulars. N 183.

### Foremen.

- COMPOSITOR OR FOREMAN—Specialty register work; catalogue and book work; make-up or imposition; 12 years' experience; union; 28 years old; references: M. T. Smith, King Press, Springfield, Mass.; J. W. Stickle, U. S. Wholesale Pt. Co., Hartford, Conn.; Chas. H. Shields, Blade Prt. & Paper Co., Toledo, Ohio; R. D. Smith, Ewell, Cooper Co., Brockton, Mass. Address ABBOT H. SMITH, Box 655, Hartford, Conn.
- PRINTER Young man, 33, as foreman or manager, in Southwest; understands everything in printing, office, stock, composition, presses, estimating; sober, reliable; references present employer. PRINTER, Box 335, Paducah, Ky.
- PRINTER Young man, 28, as working foreman, who thoroughly understands everything in printing, wants position in job or private shop; well experienced in office, composition, stock, presses; reliable. N 167.

### Machinists and Operators.

LINO. OPERATOR, in other business for several years, wants to get back in machine-composition business; would join experienced, sober operator in installing machines in good location or would buy interest in paying plant. M 512.

### Photographers.

PHOTOGRAPHER, with many years' experience in photolithography, commercial and photography in general, wishes to be engaged; small town preferred. N 525.

### Pressmen

- FIRST-CLASS CYLINDER PRESSMAN tired of overtime seeks change; 7 years in last position; 35 years old; married, union; does not use liquor or tobacco; accustomed to handling high-grade work in black and color; character, ability and reliability references; steady position guaranteeing little or no overtime, and pleasant working and living conditions preferred to high wages. N 492.
- PRESSROOM FOREMAN would like to secure position with reliable house; 15 years' experience; can execute all grades of presswork; correspondence solicited. N 528.
- EXPERIENCED POWER-PRESSMAN and plate printer wishes to hear from a reliable concern who can offer a steady position; references furnished. N 506.
- SITUATION WANTED by platen pressman; 11 years' experience; competent to handle 5 or 6 Gordons; references. FRANK HALA-SEK, 2219 So. 14th st., Omaha, Neb.

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PROOFREADER, job, magazine; \$20. C. Williams, Vinton Row, West Park, Ohio.

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WILL KEEP YOUR CUTTER KNIVES SHARP

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#### WANTED TO PURCHASE

WANTED — Monotype outfit; one or two casters, two or three key-boards, and a sort caster with job and low quad molds, ingot caster, etc., for spot cash; rock-bottom price and full description and condition in letter. M 119.

WANTED — Linotype machines; need twelve machines at once; can use some of each model, prefer Models 3, 5 or 8; state reason for selling and general condition and equipment. M 120.

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NATIONAL STEEL & COPPER PLATE COMPANY, 452 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-14

### Electrotypers' and Stereotypers' Machinery.

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HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

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BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

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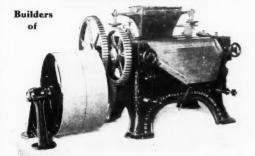
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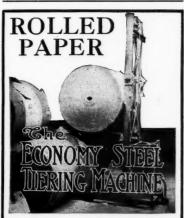
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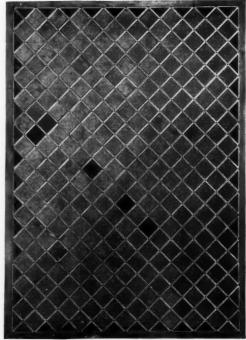
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709-711 South Dearborn Street, Chicago, Ill.

# A CATECHISM

OF GOLDING JOBBERS

If you are not a user of Golding Jobbers you have thought about it—and you have in mind some questions you would ask about its construction, its features for quality and quantity of production and its adaptability for your growing requirements for plant efficiency.

We have anticipated your question, and in this Catechism we have listed your questions and the answers, so that all information about the Improved Golding Jobber is given in a concise form for your complete understanding.

The Catechism has been prepared for you. Please request it.

### ADDITIONAL GOLDING PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Golding Paper Cutters, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing-sticks, etc., etc.

# GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

# The Folder Without a Fault

—and that's saying a great deal, but test and service tells the tale.

For job, newspaper or circular work.

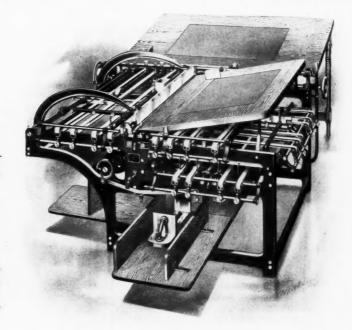
# The ANDERSON

means complete satisfaction.

Write for catalogue and prices

# ANDERSON FOLDER CO.

LAFAYETTE, IND.





# Are You Alive

To the great saving that you will effect through the use of the

"Ideal"Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States



Only on 'IDEAL" Brands

Our gummed paper is made for all climates and build-g temperatures. Can be handled in wet as well as dry ing temperatures. weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request,

# Ideal Coated Paper Co. BROOKFIELD, MASS.

New York: 150 Nassau St. Chicago: 452 Monadnock Bldg.

# TO THE PRINTER

WHEN you are in the market for engravings of Maps, Charts, Diagrams, Color Plates, Fine Script, Copy Book and Educational Work for modern text-books or catalogues, come to the L. L. Poates Engraving Company for estimates.

We can take your rough copy, blue prints, white prints, pencil sketches and reference letters, outlines, descriptive matter can be written on copy with pencil, and we, with our force of skilled engravers, work up the plate to perfection, giving you all the nicety of detail which is necessary in this class of work. Write for Specimen Book of Poates Wax Engraving Superiority.

Yours for SERVICE,

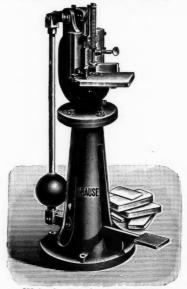
# L. L. Poates Engraving Co.

22-24 North William Street New York City

I, For the history of the Wax Process of Engraving and reproduction of the first plate made by this Process, we call your attention to the December "AMERICAN PRINTER."

# "KRAUSE" Round-Cornering Machines

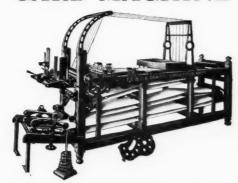
For Power, Treadle, Hand; Shear Cut Always Sharp, Always in Stock



Write for Samples and Particulars

Sole American Agents: H. HINZE MACHINERY CO., Tribune New York

# This Wonderful Automatic CARD MACHINE



The minute you watch its action, speed, quantity and quality of output—it sells itself without argument.

This machine is for ruling index cards—both Striking and Feint-Lining. Unlimited speed. Think of it— 40,000 cards per hour—automatic feed, perfect work.

This machine is made for other work around the

Best get detailed particulars, prices, etc., before you buy any other.

# F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

# "Motor Drive for Printing Machinery"

If you are interested in the revolution electric power is effecting in the printing trade, you should read a copy of this interesting little illustrated booklet.

A copy is yours for the asking.

Crocker-Wheeler Company Ampere, N. J.

# New I.T.U. Course Series

LESSONS IN RUDIMENTARY ENGLISH AND ELEMENTAL TYPOGRAPHY

HIS series is designed to aid those who have difficulty with capitalization and punctuation. The lessons are on the following subjects:

Lessons 1 to 3 — Punctuation.

Lesson 4—Use of capital letters. Lesson 5—Proofreaders' marks and

their meanings.

Lesson 6—Type-faces and their use. Lesson 7—The question of spacing. Lesson 8—The use of decoration in

typography. Lesson 9—The question of display.

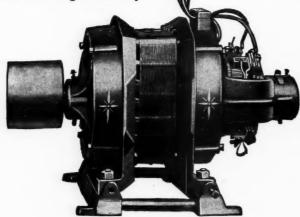
This series may be taken in preference to the nine lessons on hand-lettering at the regular rate, including rebate given by the International Typographical Union. It may also be taken alone, the price being \$10. When taken in addition to the full course it is sold for \$8, which is the price charged graduates of the I. T. U. Course.

THE I. T. U. COMMISSION 632 SHERMAN STREET, CHICAGO

KIMBLE // MOTORS

**Built Specially** 

For Cylinder Presses



Single-Phase
Variable-Speed
Alternating-Current
With the
Unique
Auto-Transformer
Controller

# Pay Monthly Dividends of At Least 10% to Printers in Alternating-Current Districts

The Kimble utilizes electricity as it should be utilized in the printing-room.

It reduces operating cost in direct proportion to every reduction in press *speed*.

It will operate a press *smoothly* at as low as one-quarter maximum speed—and do it at one-quarter the cost of operating the press at maximum.

The tremendous economy thus made possible is readily understood when you consider that ordinary alternating-current motors consume as much current at 50, 60 or any other per cent of maximum speed as they do at maximum.

Average press speed is about 60% of maximum and the Kimble saves you the other 40% of power which ordinary motors consume.

Kimble Motors are cheaper in their ultimate economy than any other form of power for printing-presses.

# Send for the Red Catalog

The information which it gives regarding the power end of printing-plants you will find to be decidedly worth while.

And the facts which it tells about the Kimble will point you the way to most economical press operation. You'll soon be banking the 10% monthly dividends. Write to-day.

# Kimble Electric Company

635 North Western Avenue Chicago







# Do Not Be Blinded by the Bandage of Past Performance

PROGRESSIVE PRINTING-INK MAKERS should be ready to meet the new conditions and developments in printing, brought about by fast-running presses and the necessity for quick-drying inks that require no slip-sheeting.

A PRINTING-INK MAKER who has not used PEERLESS in making inks for fast-running presses, or quick-drying inks requiring no slip-sheeting, does not know all the wonder-working qualities of PEERLESS BLACK.

JUSTICE may be blindfolded, but active-minded men should have their eyes open. We give you an inkling to make ink for special customers using PEERLESS BLACK. This will insure a satisfactory ink and obtain for you orders and reorders.

THE PEERLESS CARBON BLACK CO., Pittsburgh, U. S. A. BINNEY & SMITH CO., Sole Selling Agents, 81-83 Fulton St., New York City

RRANCH OFFICES IN FUROPE.

63 Farringdon Street, London, E. C.

Kaufmannshaus, 179 Hamburg

90 Rue Amelot Paris



# Ocular Demonstration Convinces and MAKES SALES

# BY HARRY A. COCHRANE

It is agreed by the builders of automobiles that it is essential to their sales that their machines be inspected by possible buyers. In consequence, the automobile shows have grown to tremendous size and their patronage by buyers is greater each succeeding year.

The same will be true of the Printing, Lithographing and Allied Trades Exposition, which has now become a feature of the trade. The exhibitors at the 1913 Exposition, at the Grand Central Palace, New York, were pleased with the results. We print herewith a letter from one press builder which should engage the attention of those who want direct results.

# THE AUTOPRESS COMPANY High-Speed Automatic Printing Presses, 95 Madison Avenue, New York

In behalf of The Autopress Company, I want to say that the recent National Printing Exposition, held in New York City, April 19-26, was a splendid success. No other Convention or Exposition ever produced as much business for us.

Practically all completed Model A Autopresses at our factory were sold out during Exposition Week and the output of our new models, C, 13 x 19, and CC, 14 x 20, exhibited at the Exposition for the first time, was sold out entirely, so that we are now taking orders therefor only for delivery after August 15. We feel sure this world's fair for the printing world must have benefited every exhibitor and visitor.

Very truly yours,

THE AUTOPRESS COMPANY,

Morris D. Kopple, President.

Aside from the opportunity to become acquainted with the employing printers and lithographers which the Exposition affords, it is a fact that there is nothing like an OCULAR DEMONSTRATION to convince a possible buyer that a machine will do the work he wants done and as speedily as he requires. There is a natural spirit of conservatism in the minds of the average printer, or, for that matter, any manufacturer, and he has to SEE a new thing which he is unfamiliar with BEFORE he will invest his money in it.

The same is true of supplies, especially paper. Showings of printing and lithographing results on a paper manufacturer's or distributor's product is more convincing than any other means of interesting the printer, and this Exposition will have a PAPER PRODUCT SHOWING which will be the greatest ever brought together.

In inks and other supplies there is also an opportunity to show results in the printed and lithographed product, and to get in touch with many possible customers who are there in the investigating frame of mind.

The 1914 Printing, Lithographing and Allied Trades Exposition will undoubtedly attract more PRINTERS, MORE BUYERS OF PRINTING AND LITH-OGRAPHY and more representatives of firms SELLING TO PRINTERS AND LITHOGRAPHERS than any other heretofore held in America, and it is preëminently the place where money can be expended to the BEST ADVANTAGE to show a machine or product.

# To Supply Men and Manufacturers

As the space for this Exposition is being sold rapidly, selections should be made at once to secure preferred positions.

Address NATIONAL PRINTING, LITHOGRAPHING and ALLIED TRADES EXPOSITION HARRY A. COCHRANE, President, 200 Fifth Ave., NEW YORK CITY, 'Phone Gramercy 724



Springfield

THIS PRACTICAL MACHINE IS ANOTHER OF THE POPULAR

# BRADLEY CARD CUTTERS

for general use in the print-shop. The Springfield Cutter is big and strong, with 24-inch blade, adjustable joint, reinforced cutting table and of best quality throughout. It cuts a sheet of tissue or the heaviest card easily and accurately.

Price \$18.00

Ask your dealer for circulars and prices on other styles and sizes—from \$10.00 to \$30.00.

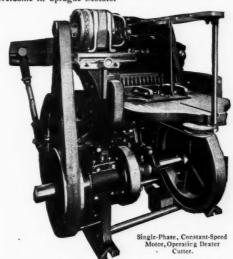
Milton Bradley Company Springfield, Massachusetts



# SPRAGUE Alternating MOTORS

Meet every requirement of printing machinery drive.

All former objection to A. C. operation has been successfully overcome in Sprague Motors.



The basis of our sales is a guarantee of successful operation of the driven machine.

Ask for Descriptive Pamphlet No. 2454



# Sprague Electric Works

Of General Electric Company
Main office: 527-531 W. 34th St., New York, N. Y.
Branch offices in principal cities

# FAULTLESS-For a Purpose

"FAULTLESS" coated book is made to fill the demand for a thoroughly uniform paper—a quality any printer can recommend to his customer and look him squarely in the eye. It is distinctive because it has the body-vigor and richness of coating and surface—not the kind that will "peel" or "pick," but maintains that glossy, non-fading surface that the printers' customers have been looking for—lo, these many years.

# Let Us Make Up a Dummy For You

A liberal sample put up in dummy form will easily prove and convince your customer; therefore you have the job practically landed—half the battle is fought when the question of paper is decided upon. It makes the customer feel easy and certain that his job is going to be properly produced.

# This Paper Mill Produces Other Products

Many papers for all special purposes at the right price. Scan over our specials, then get in touch with your nearest jobber, who will gladly supply specimens, printed or plain samples, prices, etc., on application.

HIGH-GRADE ENAMEL BOOK, FOR COLORWORK
LITHOGRAPH LABEL PAPER
SPECIAL COATED LABEL PAPER FOR
FOOD PRODUCTS (No Odor)
WATERPROOF LABEL PAPER

COATED MUSIC PAPERS
MACHINE FINISH MUSIC PAPERS
SUPER AND M. F. BOOK PAPERS
MIMEO PAPERS
LAID FLATS, AND CATALOGUE PAPERS

WATERVLIET PAPER CO., Watervliet, Mich.

# "If I Had Only Known,"

Says a prominent printer, "the merits of your celebrated half-tone blacks, it would have placed me in a position to capture a big catalogue order. I could not meet competition with the paper submitted, and not knowing what your inks would do for me."

The above statement simply "hints" at the general condition of printers. If the printer will carefully test a try-out order of our

PIERCE HALF-TONE BLACK, 50c per 1b. EGYPTIAN HALF-TONE BLACK, 65c per 1b. PEERLESS HALF-TONE BLACK, 75c per 1b.

he will use no other blacks.

When the printer lands a job he can feel certain that he will deliver perfect work in accordance with contract.

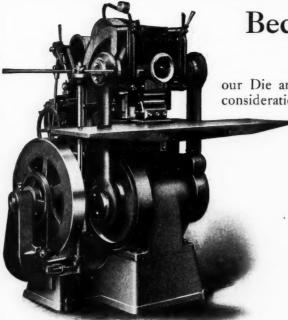
These half-tone inks will solve all your ink troubles.

Our new catalogue is worth your inspection. Send for it, get acquainted with inks of quality sold at the right price.

# **DUNN INK WORKS**

1543-1551 Niagara Street,

Buffalo, N. Y.



# Because of Its Many Advantages

our Die and Plate Press is meeting with universal consideration and installation by the discriminating

Printer and Stationer. There is a reason why

# The Modern Die and Plate Press

is making good. It answers the call of to-day and proves a satisfactory press as well as productive investment.

It inks, wipes, polishes and prints at one operation from a die or plate 5 x 9 inches, at the speed of 1,500 impressions per hour.

Will emboss center of a sheet 18 x 27 inches.

We manufacture two smaller sizes of press, also hand stamping and copperplate presses.

Modern Die & Plate Press Manufacturing Co., Belleville, Ill.

New York Office: Morton Building, 116 Nassau Street

# This Folding Machine Has Proved Its Merit

Nothing would please us better than for YOU, Mr. Newspaper Publisher, to compare the construction and operation of the ECLIPSE Hand-Feed Newspaper Folder with all other machines made. The cost of the Eclipse is remarkably low, but make the comparison on quality—on the features that insure accuracy,

reliability, time and labor saving, and continued efficiency. Such a comparison would be good for you

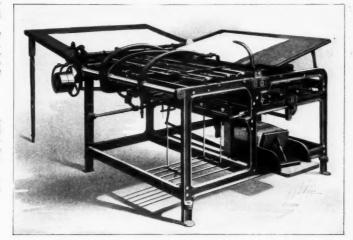
Thirty years' record as the standard hand-feed newspaper folder is the reputation behind the Eclipse. What better proof can you require of its superiority? What other assurance of predetermined satisfaction is possible?

# The Eclipse

One-Piece Combination Cam, Spring Tension Tape Stands, Friction Feed Paster, Spring Journal Boxes and Auto-matic Gripper Straightener are some Eclipse features — notwithstanding its low price. And there are many others.

Ask your jobber about the Eclipse. And write for a copy of our latest catalog.

The Eclipse Folding Machine Company Sidney, Ohio

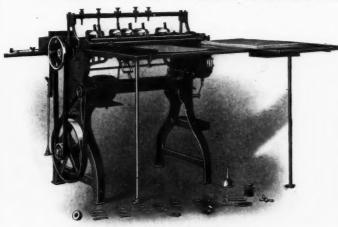


# The Perforator That Leaves No Burr

Before you buy a perforator, you owe it to yourself to investigate carefully all our claims for our perforator.

This machine was built to overcome objections found in other perforators; therefore a

satisfactory perforator must embrace all new features of the hour.



# The National Rotary Perforating Machine

can be had with or without crimping, scoring attachment. Its operation is perfect, rapid, leaving no burr—the sheet is slit and no part of the paper cut out. Printing can be done as well after the perforation as before.

Manufactured in various sizes to suit individual requirements.

Ask for specimens of work, catalogue and particulars regarding installation

NATIONAL PRINTING MACHINERY CO., Inc.

Head Office and Factory: ATHOL, MASS.

# "A Profitable Proposition for the Owner"

This remark was made at our booth, while exhibiting at the Toledo Printers' Machinery Exposition, by a printer owning a number of lithograph and offset presses, after his thorough examination of our Bigelow Offset Press.



# THE BIGELOW OFFSET PRESS

is revolutionizing the field of offset printing because of its many superb and highly advanced mechanical ideas over any other offset on the market to-day.

It is simple in construction—every part get-at-able at any angle or any side by the operator. The press requires small floor space, uses small motor power—hence economical in operation, is absolutely foolproof, and is constructed along lines of scientific knowledge of what the offset field requires to-day.

It is built substantially throughout the builders having in mind the necessity of constructing a press that will run satisfactorily every hour in the day, producing a uniform product at a regular speed.

THE BIGELOW OFFSET PRESS prints and delivers a folio sheet 17 x 22, will print four letter-heads on  $8\frac{1}{2}$  x 11, at a speed of from 6,000 to 10,000 impressions per hour. This number of impressions per hour we are pleased to demonstrate and prove to the most skeptical prospective buyer.

The press is equipped with micrometer adjustment on the cutting shear and automatic registering device for the paper. The device is so accurate that the cut sheets may be run through any sheet-fed press for printing any other colors or on the back. The presses are built with web feed and automatically stop for holes, torn edges and ends. When the press is stopped automatically the form rolls are automatically lifted from the plate. The press delivers cut sheets, printed side up, 22 inches long, on 17 x 22 size. The design of this press is such that all control levers can be reached by the operator easily and without moving from his natural position in front of the press. The press requires but one man to operate and uses but one horse-power. The main bearings are all ball-bearings, oil-retaining, dust-excluding.

# **BIGELOW PRESS SALES CORPORATION**

436 BRISBANE BUILDING, BUFFALO, N. Y.

# Modernize Your Linotypes With INTERTYPE Improvements

Send for our illustrated booklet, "INTERTYPE Improvements for Modernizing Linotype Machines." It describes



THE ACME OF HIGH QUALITY

several appliances designed to increase the quantity and quality of your Linotype product.

# BUY INTERTYPES

—then you get ALL our improvements, including more than fifty which can be used on no other machine.

# "INTERTYPE" MEANS "QUALITY"

AND IT STANDS FOR

REASONABLE PRICES AND EFFICIENT SERVICE

# INTERNATIONAL TYPESETTING MACHINE C.

WORLD BUILDING, NEW YORK CITY

CHICAGO: Rand-McNally Building

CANADA: Miller & Richard

SAN FRANCISCO: 86 Third Street

NEW ORLEANS: 316 Carondelet Street

BUENOS AYRES: Bromberg & Co.

AUSTRALASIA: Alex. Cowan & Sons, Ltd.

NORWAY and SWEDEN: Aktiebolaget Gumaelius & Komp.

FACTORY: FOOT OF MONTAGUE STREET, BROOKLYN, N. Y.



It Will Pay Our Printer Friends

### A MONEY-SAVER

Every printer knows that hundreds of such jobs arise and sometimes must be refused because it don't pay to put them on the regular presses. Here comes in the VLTOR, simple and ever ready, which even the boy of the office can manage, and earns the nimble sixpence which might otherwise be lost. Takes almost no room, say two feet space on any bench, yet works equal to your BEST presses.

### PRICE, \$30 ONLY CHASE, 6 x 9 INCHES Including Chase, Wrench, and Rollers Cast Complete

The Victor Press is the invention of an old printer. It has been made and sold many years. It is a strong press, has powerful action, perfect ink distribution and reliable grippers. Quick regulation of impression. Easy and rapid in action and from either side the lever is changeable. The speed is from 600 to 1200 per hour. The adjustments are so perfect that a single line card or a full form may be done equally well. Every machine is fully WARRANTED.

# Manufactured THE KELSEY PRESS CO.

Correspondence Solicited

Meriden, Connecticut

# Here's the Acid Test

Note copy of letter from the Cole Lithographing Co., signed by President Cole, dated April 5, addressed to our Chicago Sales Company, as follows:

"On your recommendation we installed one of your 'Hake Perfection Gripper,' and after trial we were so much pleased with it that we have purchased enough more of the same attachment to equip our plant. It does all that you claim for it, and in our case has saved its cost frequently in less than a week.

"We have only words of praise for this invention, and to any printer who carries a heavy body of color on platen press we can heartily recommend it as an ideal attachment to assist him in preventing his paper from sticking to the form. "If we had more presses we would order more of them. "Yours very truly,

"COLE LITHOGRAPHING CO., "F. W. Cole, Pres."

There's economy in attaching the "Hake Perfection Gripper" to every job-press in your plant. It is the ONE Gripper that has solved the gripping problem completely. It prevents all slurring. It is the great time-saver.

Built like a machine

Best steel construction

Durable and reliable. Nickel-plated. Made for all sizes and makes of platens.

AMERICAN PRINTERS APPLIANCE CO., Mfrs. MILWAUKEE, WIS.

Chicago Agency: CHAMPLIN MFG. & SALES CO., 343 Dearborn St.

# OUR CHRISTMAS PRESENT to the TRADE "THE ACOR"

A Magazine of Great Interest to Every Printer-Sent Free

The first issue of "The Acorn" is being mailed as The Inland Printer goes to press. It is full of live matter—it is not a sample-book—it covers a field which has never been covered before.

# The November Issue Is Worth Sending For

You will be interested in

"The Personal Side of the Toledo Exposition."

"How Acorn Brands Are Made."

"Net List or Long List."

"Competition of Price or Ideas."

"What the Letter-head Means to Modern Business."

These are just a few of the mighty interesting articles. If you are a printer and would like to be on the mailing list, send your name to-day — the Christmas issue will be of great interest to you.

# CHICAGO PAPER COMPANY FIFTH AVE. and POLK ST.,

EDITOR "THE ACORN"

# "Get the Most for Your Money



At the same time realize the best value in constructed parts, as well as the most practical method of handling goods, by the purchase of a

# National Chapman Elevating Truck

There is no argument necessary to convince, that elevating trucks will save you 50% of the time now consumed in handling paper stock. They will also save floor space and prevent damage to finished stock by rehandling. In "efficiency plants" everywhere, elevating trucks are replacing old-style trucks.

Simple in operation, it being only necessary to pull handle forward quickly to raise the load, which is stationed on an inexpensive wooden platform. By merely pressing the foot lever, and at the same time raising the handle slightly with the left hand, the load is assisted in its downward movement without jar, bump or damage to goods, floor or truck. One truck and sixty wooden platforms can easily substitute forty old-style wooden platform trucks. Two wheels in front give the "National Chapman" all advantages of a four-wheel truck.

In order to prove the many quality-telling points of the "National Chapman" we invite competition with other makes of Elevating Trucks.

Our Model No. 1 sells for \$60.00. Eight other models at correspondingly low prices, as well as special models to meet special requirements.

Send for Elevating Truck Catalog, and money-back guarantee.



### **National Counting Machines**

are another labor-saving device that is being adopted by many of the leading printers and paper-houses. It enables you to get the count of a number of sheets or a number of pieces far more rapidly and accurately than counting by hand or by schedule.

Ask for Counting Machine Catalog, if interested, and let us solve your counting problem.

National Scale Co. 12 Montgomery Street Co. Chicopee Falls, Mass.



We want you to have a copy of our 1914 Memo Book. Won't you write for it on your business letter-head—now?

THIS useful pocket Memo is made of Brown's Linen Ledger Paper.

We want you to examine its clear, sharp ruling qualities.

We want you to learn the fine writing and erasing qualities of this famous paper.

We want you to try its great strength, and to note its bright, clear color.

# $B_{rown's}$ $L_{inen} L_{edger} P_{aper}$

Brown's Linen Ledger never grows yellow with age, and stands hardest usage without sign of wear. It makes up into books that open flat and smooth on the desk—that please your customers with their fine appearance and remarkable lasting qualities.

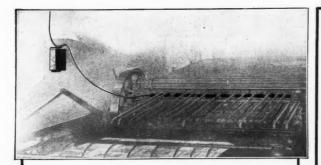
These are reasons why it pays to recommend the use of Brown's Linen Ledger Paper to particular customers.

Brown's Linen Ledger is made with or without our flexible Invisible Hinge, Write us for Sample-books.

We also make all Linen and Bond Paper of the better grade.

L. L. Brown Paper Co. Est. 1859. ADAMS, MASS., U. S. A.





# A Modern Scientific Pressroom Device

Three successive seasons of unparalleled success have established the reputation of the Thompson Static Neutralizer in removing static electricity from printingpaper. The testimony of some of the largest printers and publishers is that The Thompson works better than any device heretofore used -and the cost is but a fraction of the price charged for others.

It costs nothing to operate-uses no current and needs no costly repairs. Just "works like a charm," as one delighted pressman declared.

Thirty days' trial if you are skeptical. Write today for literature.

Thompson Static Neutralizer

1645 Old Colony Bldg., Chicago

# Will You Convince Yourself by Actual Test?

Find Out by Experience How

# Clark Transfer

speed your production and lower your costs. Write for particulars of our trial offer, addressing Dept. C.

Ask about our Rolling Lift, one of the several reasons why our truck lifts loads easiest of any elevating truck on the market. Friction reduced to the minimum. No lost motions. Just a "twist of the wrist."

Write for Bulletin L - 2.



# The George P. Clark Co.

Windsor Locks, Conn. NEW YORK OFFICE: 13-21 Park Row

# The Best Special Works for Lithographers, Etc.

ALBUM LITHO -26 parts in stock, 20 plates in black and color, \$1.50 each part.

AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, \$3.50 each series. TREASURE OF GRAPHIC ARTS—24 folio plates in color,\$4.50.

TREASURE OF LABELS—the newest of labels—15 plates in color, \$4.50. \$3.00.

"FIGURE STUDIES" - by Ferd Wüst - second series, 24 plates, \$3.00.

# FREIE KÜNSTE

-SEMI-MONTHLY PUBLICATION-

This Journal is the best Technical Book for Printers, Lithographers and all Kindred Trades. Artistic supplements. Yearly subscription, \$3.00, post free; sample copy, 25 cents.

JOSEF HEIM - - - - - Vienna VI./i Austria

A National Training School for Printing Salesmen

A Correspondence Course Endorsed and Recommended by the Nashville Typothetae

The course covers the fundamentals necessary to equip a printer with an intelligent selling service for the printing factory.

Full information, terms, etc., on request

Address EDWARD P. MICKEL, Secretary 60-61 Noel Block, Nashville, Tennessee

# Triumph Motors



These motors, on account of their rugged construction and durability, are prime favorites with printers. For fifteen years we have specialized on the electrical equipment of printing-presses, and are consequently able to recommend the right motor for the right purpose at the right price, to the everlasting satisfaction of our customers.

Try us on your next order

The Triumph Electric Co.

# Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIP-MENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

Send for sample copy if you do not know INLAND STATIONER—BUSINESS EQUIP-MENT JOURNAL—and be convinced of its high character.

Inland Stationer
Business Equipment Journal

632 Sherman Street, Chicago

# JUST PUBLISHED

The Unquestioned Authority In the Best Publishing Houses

FUNK & WAGNALLS'

# New Standard Dictionary

A NEW CREATION FROM COVER TO COVER

The Only Dictionary that gives the spelling, the pronunciation, the meaning and source of 450,000 terms—nearly 50,000 more than any other dictionary.

The Only Dictionary the vocabulary of which is arranged in one alphabetical order—no Supplement, Addenda, or other confusing arrangement.

The Only Dictionary that gives the common, present-day meaning of a word first—where it should be—the obsolete meaning last.

The Only Dictionary that gives 7,500 separate lists of Synonyms; the only dictionary that gives Antonyms.

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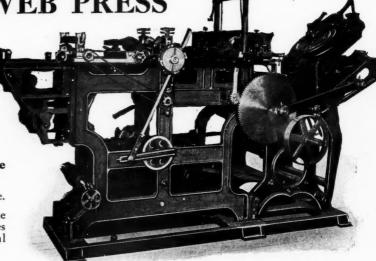
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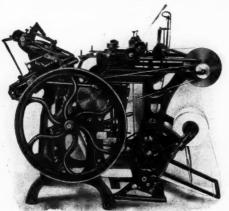
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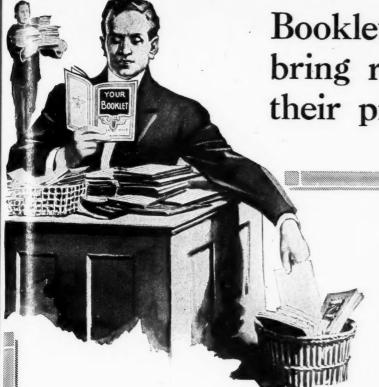
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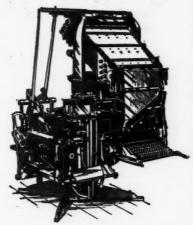
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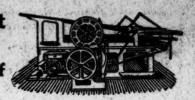
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# THIS LIST SHOWS THE CONTINUED DEMAND FOR MIEHLE PRESSES

Guide Printing & Publishing Co Brooklyn, N. Y 2	
National Slavonic Society of U.S.A.Pittsburgh, Pa 1	
American Book Printing HouseNew York City 4 Previously purchased seven Miehles.	Modesto Evening News Modesto, Cal
The Richardson PressNew York City 1	H. J. Armstrong & Co Chicago, Ill
Western Standard	Previously purchased eight Miehles.
Previously purchased one Miehle.	Art Color Printing Co New York City
East Calgary Press	Previously purchased seventeen Miehles.
A. N. Eshman Nashville, Tenn 1	The Printing Arts Co
J. Horace McFarland	The Andover Press Andover, Mass
Osborn Paper Co Marion, Ind 1	Previously purchased one Miehle.
Previously purchased four Miehles.	J. Manz Engraving Co Chicago, Ill 3
The Tengwall Co. of IllinoisChicago, Ill 1	Previously purchased forty Michles.
Previously purchased eight Michles.	Kennedy Embossing Co Chicago, Ill 1
Regan Printing House	Mitchell & Hotchkiss
Stein Bros Chicago, Ill 1	Baker-Vawter Co Chicago, Ill
The H. W. Wilson Co	Previously purchased for this and other branches thirty-seven Miehles.
lamuel I. Hepner	Pub. House of the M. E. Church, S.: Nashville, Tenn 1
Previously purchased three Michles.	Previously purchased nine Miehles.
riune Printing Co New York City 4	Dittman Color Printing Co New York City 1 Previously purchased seven Miehles.
Security Blank Book & Prtg. Co St. Cloud, Minn 1	J. C. Clark & CoBoston, Mass 1
Hogan-Mernagh Printing CoSt. Louis, Mo 1	White & Wyckoff Mfg. Co Holyoke, Mass 3
Pinkham Press Boston, Mass 2	Previously purchased eight Michles.
Previously purchased one Miehle.	Providence Printing Co Providence, R. L 1
A. R. Barnes & Co	C. B. Nicholson Printing CoSt. Louis, Mo 1 Previously purchased one Miehle.
Parsons Trading Co	Rogers & Hall Co
West Publishing CoSt. Paul, Minn 1	Bohnett & Co
Previously purchased thirty-four Miehles.	The Bigger Press Brooklyn, N. Y 1
Has Svobode Co Chicago, Ill 1	Previously purchased one Miehle.
eorge F. McKiernan & Co Chicago, Ill 1	Acme Manifolding Co New York City 1
Previously purchased one Miehle.	Presses shipped to Europe during October10
Record-Herald Co Wausau, Wis 1	Previously shipped to Europe, 775 Michles.
R. P. Studley & Co St. Louis, Mo 2	Total69
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Shipments for October, 1913, 69 Miehle Presses

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